8/1/40

NAB CONVENTION ISSUE: SURVEY OF BUSINESS PROSPECTS

BROADCASTING

Broadcast Advertising

Vol. 19 • No. 3

AUGUST 1, 1940
WASHINGTON, D. C.

Canadian and Foreign
$4.00 the Year

$3.00 the Year
15¢ the Copy

Published Semi-Monthly, 25th issue (Yearbook Number) Published in February

SCHOOL OF BUSINESS ADMINISTRATION
Miami University

RECEIVED
AUG 2

Aug 1, 1940

it's the twist that does it

If we were an advertiser selecting a radio station, we'd give more than a moment's thought to this remark regarding the doorknob. For it illustrates rather simply one unique quality that makes WOR the most power-full dollar for dollar advertising investment in New York.

For example, when you buy WOR you buy more than 50,000 watts guaranteed to cover an area containing approximately 4,250,000 homes with radios.

You buy 50,000 watts skillfully twisted away from ocean dead-space on the East and the thinly populated portions of those states on the West.

You buy 50,000 watts multiplied more than two times by a unique directive-array system which spears them on cities where people listen, and buy what they are told to buy.

Your program idea may have the potential power to move millions, but obviously it begins with a disadvantage if it fails to be carried by the station that is delivering the messages of America's greatest time-buyers to more people with radios, more power-fully than any station anywhere.

that power-full station—

WOR

Sells Goods Here

IN CHICAGO AND
MIDWEST AMERICA

Sells Goods Here

IN PHOENIX AND THE
"GARDEN OF EDEN"

Two good stations in two great markets—doing the same fine job for advertisers—proved by sales results—by mail response—and by consistent renewal contracts. For details call Bill Cline, Sales Manager WLS, Chicago, or Fred Palmer Manager, KOY, Phoenix. Or any John Blair man.

WLS

870 The Prairie Farmer Station, Chicago . . . Burridge D. Butler, President . . . Glenn Snyder, Manager . . . 870 Kilocycles, Clean Channel, 50,000 Watts. NBC Blue Affiliate.

KOY

550 Phoenix . . . Burridge D. Butler, Chairman . . . Fred Palmer, Manager . . . 550 Kilocycles, 1000 Watts Day and Night . . . CBS Affiliate. Key Station, The Arizona Network—KOY, Phoenix; KTUC, Tucson; KSUN, Bisbee.

BROADCASTING
and
Broadcast Advertising

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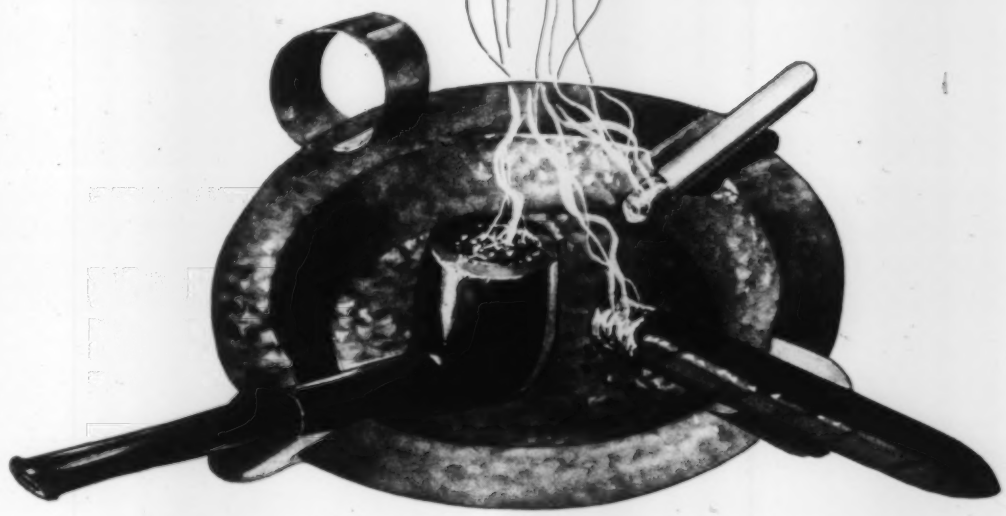
WHERE THERE'S SMOKE, THERE'S-

-Selling!

WNAC Boston
★
WTIC Hartford
★
WEAN Providence
★
WTAG Worcester
★
WICC Bridgeport New Haven
★
WNLC New London
★
WCSH Portland
★
WLBZ Bangor
★
WFEA Manchester
★
WSAR Fall River
★
WNBH New Bedford
★
WHAI Greenfield
★
WBRK Pittsfield
★
WLLH Lowell Lawrence
★
WLNH Laconia
★
WRDO Augusta
★
WCOU Lewiston Auburn
★
WSYB Rutland



In New England, the Total is $91,527,000 a Year

NEW ENGLANDERS have "money to burn" for cigarettes, cigars and pipe tobacco.

They spend $45,574,000 more for beauty preparations—toilet requisites—hair treatment and other personal care commodities.

Here are but two sales sectors of the prosperous New England sales market that merit consistent cultivation by every maker of the products concerned.

New Englanders are receptive and responsive. They can be sold if your sales appeals GO WHERE THEY LIVE, work and spend!

The 18 locally-accepted stations of The Yankee Network go where New Englanders are, combining concentrated effectiveness with the COMPLETE COVERAGE essential for a thorough selling job in one of America's greatest markets. Choose the network with proven sales power for your next campaign.

THE YANKEE NETWORK

21 Brookline Avenue, Boston, Mass.

EDWARD PETRY & CO., Inc.
Exclusive National Sales Representatives

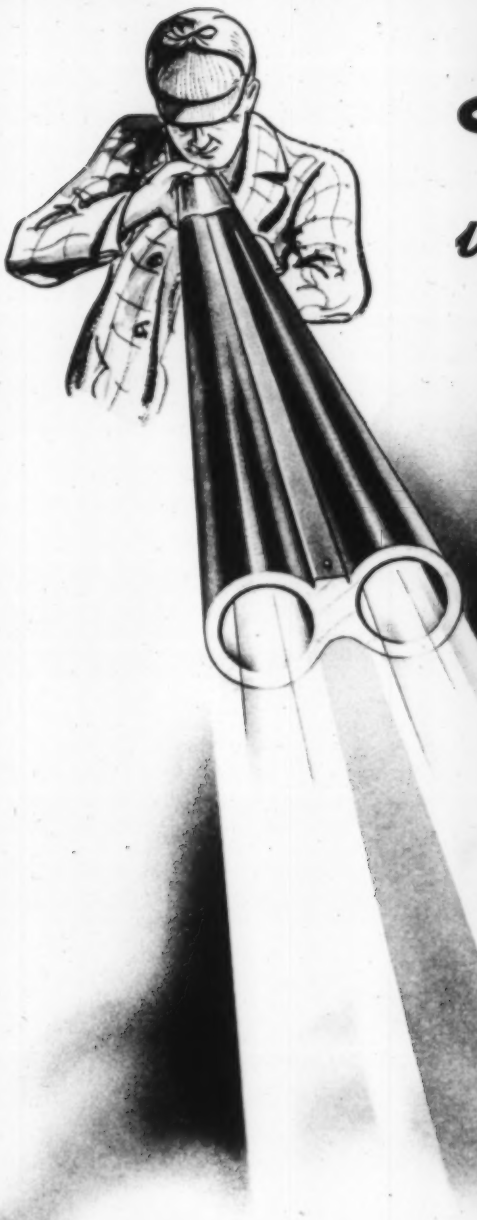
Published semi-monthly, 25th issue (Year Book Number) published in February by BROADCASTING PUBLICATIONS, INC., 870 National Press Building, Washington, D. C. Entered as second class matter March 14, 1933, at the Post Office at Washington, D. C., under act of March 3, 1879.

The latch string
is out for you
at the McClatchy Stations

WELCOME N.A.B.

KFBK SACRAMENTO
KMJ FRESNO
KWG STOCKTON
KERN BAKERSFIELD
KOH RENO, NEVADA

McCLATCHY BROADCASTING COMPANY
SACRAMENTO, CALIFORNIA



Standard Radio lets go with BOTH BARRELS!

1 Standard Radio's New TAX-FREE LIBRARY

Right now: one of the largest **NON-ASCAP** services, with 1600 **TAX-FREE** selections, and not less than 60 new selections monthly.

By January 1941: we can offer 2000 **TAX-FREE** selections and 100 new selections monthly.

Available in whole or in part at lowest prices.

2 Standard Radio's New SPOT-ADS

Your investment in Standard Library now pays you cash dividends. Complete units of unique, easily sold dramatized commercials averaging 35 seconds each. Series A for USED CARS, Series B for RETAIL CLOTHING and Series C for RETAIL FURNITURE—now being distributed to Standard subscribers. Additional series now in production.

Are Your Transcriptions Up to Standard? Make your answer YES—assure yourself of the best solution to the copyright music question—and provide yourself with selling aids that SELL!

At the Convention—Be sure to get details of these two important Standard features. Complete audition facilities in our headquarters at the St. Francis.

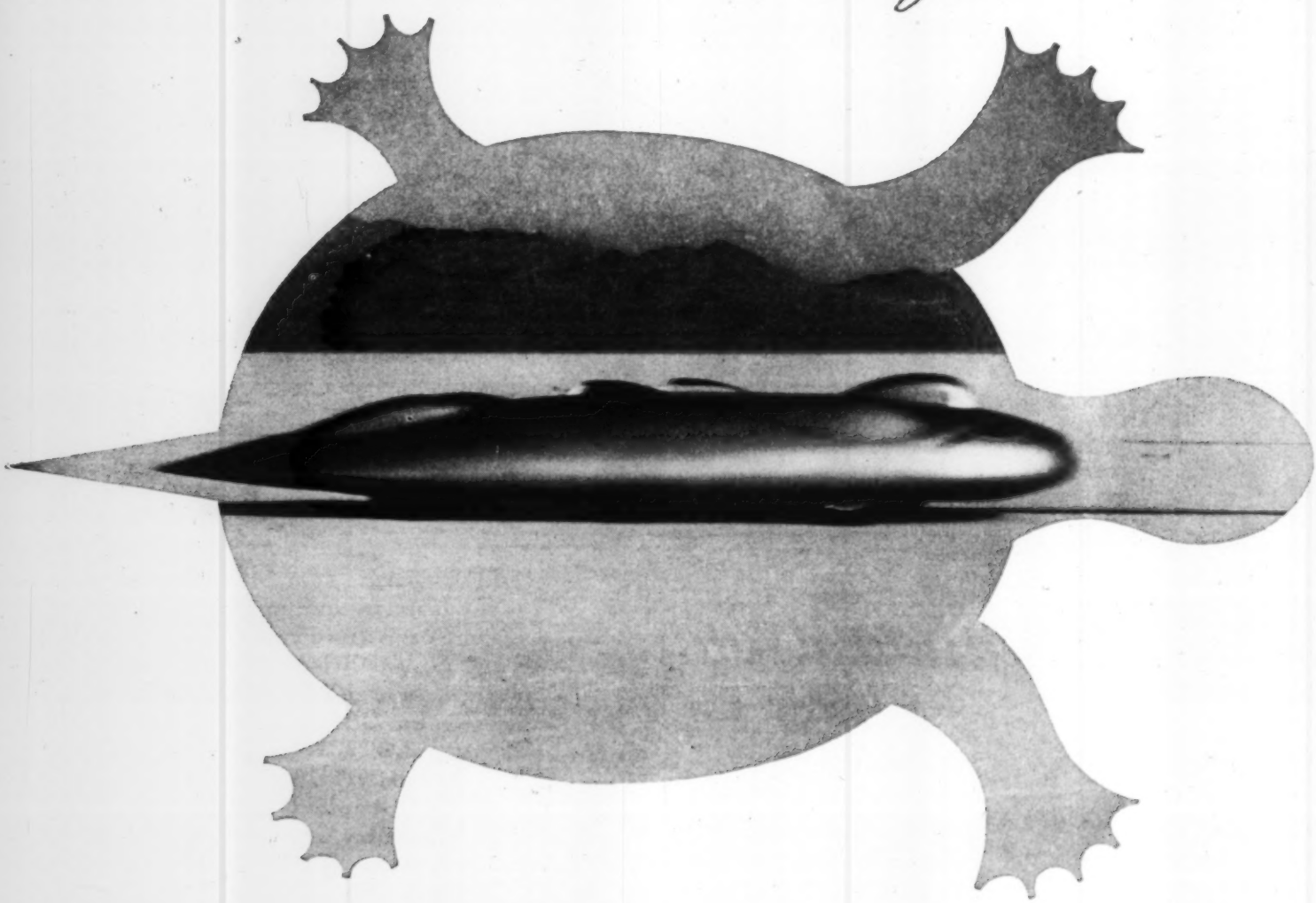
Standard Radio

HOLLYWOOD CHICAGO

slowpoke slowpoke slowpoke slowpoke slowpoke
slowpoke slowpoke slowpoke
slowpoke slowpoke slowpoke
slowpoke slowpoke slowpoke
slowpoke slowpoke

IR E D

slowpoke
slowpoke slowpoke
slowpoke



slowpoke slowpoke slowpoke slowpoke slowpoke slowpoke slowpoke slowpoke

LION

368 m.p.h.

SPEED

A lightning flash on wheels this Red Lion, swiftest of all automobiles . . . but s-l-o-w, tortoise s-l-o-w compared to radio that girdles the globe in 1/6 of a second! That can rush first-hand war news from one continent to another in less than 1/60th of a second!

SPEED

In five years, this country's radio listeners have reached the amazing total of 28,000,000 radio families . . . who listen 344,872 hours a day, 125,878,200 hours a year.

SPEED

In these same five years, Mutual has grown from an independent network of four stations to an independent network of 142. Its annual billings now exceed the $3,000,000 mark.

SPEED

In the recent political conventions, Mutual's coverage of 6 hours a day was more thorough . . . more timely . . . more up-to-the-second than any other offered the listener.

SPEED

This spring, Mutual announced its new Volume Plan, further scissoring network costs . . . already two of the largest radio agencies in the country, Blackett-Sample-Hummert and J. Walter Thompson, have placed orders for 76 station hook-ups.

At a word, Mutual will place before you the facts and figures with surprising *speed!*

MUTUAL BROADCASTING SYSTEM

SPEED

Watch This Cooperative Network of Independent Stations!

XUM

COLUMBIA'S EXCLUSIVE FULL TIME OUTLET
FOR WESTERN MICHIGAN !

WKZO

KALAMAZOO
1000 WATTS ... 590 KILOCYCLES

SERVING 708,596 PEOPLE IN THIS AREA
176,350 RADIO FAMILIES
FULL TIME OPERATION—18 HOURS DAILY
SERVING MICHIGAN'S SECOND LARGEST MARKET
THE KALAMAZOO AND GRAND RAPIDS AREA

Representative **HOWARD H. WILSON** *New York • Chicago • Kansas City • San Francisco*

JOHN E. FETZER President and General Manager

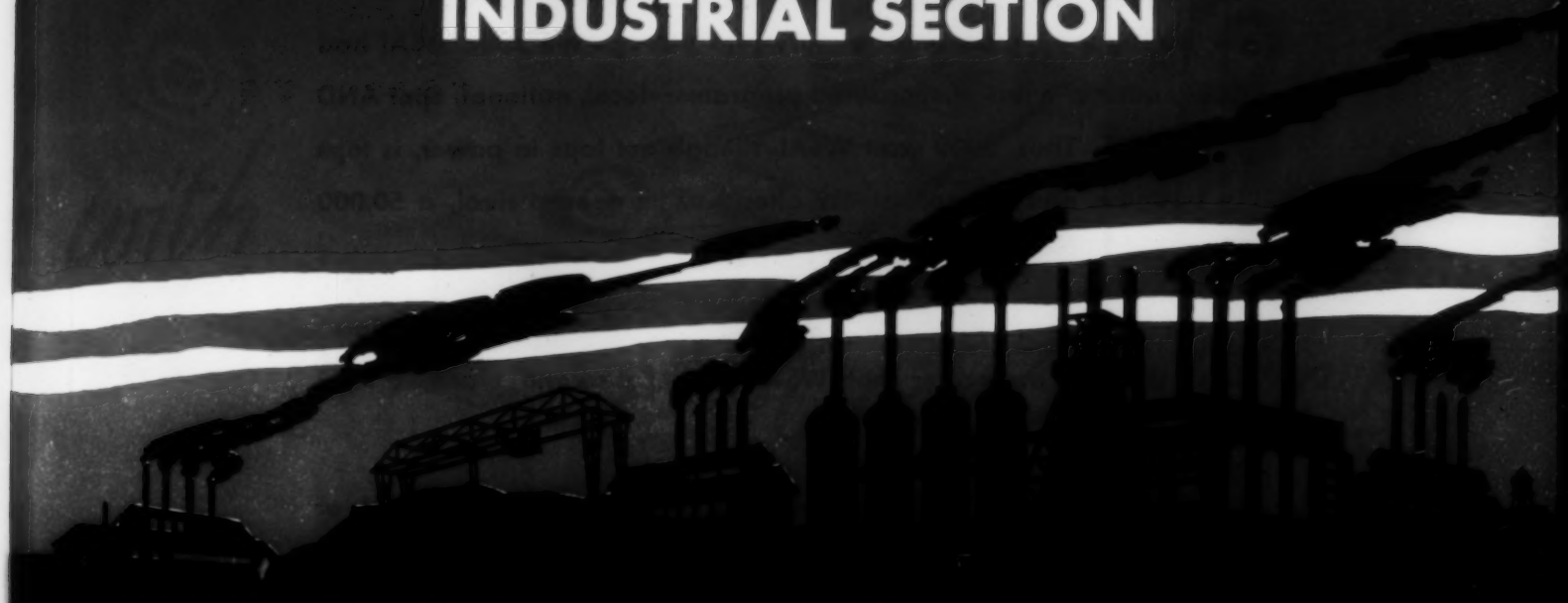
MASTER THE MASTER MARKET WITH 50,000 WATT

KDKA

PITTSBURGH

The Only Station That Completely Covers the

WORLD'S RICHEST INDUSTRIAL SECTION



BEYOND the Pittsburgh horizon . . . and completely within the KDKA primary area, are scores of important markets, such as STEUBENVILLE, WHEELING, WEIRTON, BUTLER, NEW CASTLE, SHARON, MEADVILLE, JOHNSTOWN, ALTOONA, CLAIRTON, ALIQUIPPA, HOMESTEAD, BRADDOCK, McKEESPORT, etc. . . . in short, *60 towns of 10,000 population or over, in the KDKA primary area alone.*

KDKA is represented by

NATIONAL BROADCASTING COMPANY, NATIONAL SPOT SALES DIVISION

with offices at 30 Rockefeller Plaza, New York

Merchandise Mart, Chicago
275 Tremont Street, Boston
111 Sutter Street, San Francisco
NBC Building, Cleveland
Trans-Lux Building, Washington, D. C.
Sunset Boulevard and Vine, Hollywood

Westinghouse KDKA Pittsburgh

"The Only Master Key to the Master Market"

In Cincinnati

WSAI is 2nd only to WLW in total business

Climaxing the dramatic sweep forward and upward of WSAI's business, comes this revolutionary Cincinnati situation: WSAI IS NOW SECOND ONLY TO WLW IN TOTAL BUSINESS!

During the typical week of July 14th through the 20th, WSAI had 262⅔ quarter hours of sponsored programs—local, national, spot AND NETWORK. Thus, 5000 watt WSAI, though not tops in power, is tops in business, and is impressively ahead of its nearest rival, a 50,000 watt, 1490 kc, CBS station.

By excluding baseball, we subtract the "strictly summertime" business. Yet even after that, WSAI is still in second place in total sponsorship.

These indices of leadership demonstrate what advertisers think of the Cincinnati radio situation since that memorable day last September when three network changes were made here. They point out the station which the majority of the men who pay the bills believe is doing the job for the advertiser.

More and more, WSAI becomes the choice of those who wish to *reach and sell* Cincinnati. You should investigate.

WSAI Cincinnati's Own Station

REPRESENTED BY INTERNATIONAL RADIO SALES

NOW NIGHT AND DAY

5000 WATTS

ON 560 K.C.

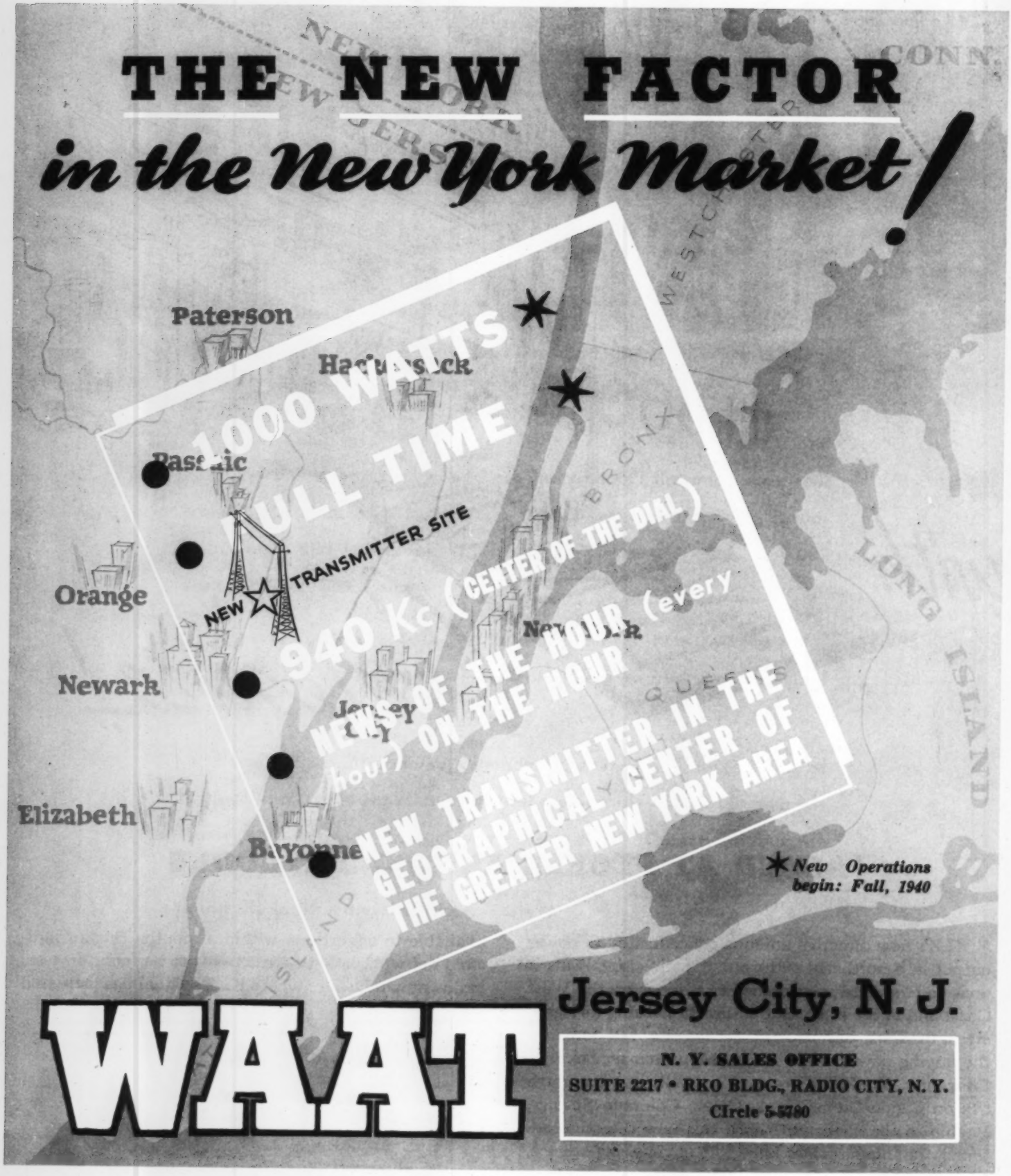
with DIRECTIVE Antenna!

AIMED AT PEOPLE AND POCKETBOOKS

KLZ's new directive antenna concentrates its power output in a northerly and southerly direction. This is done to eliminate interference to stations on the West Coast and in the East. But in directionalizing its signal strength, KLZ has likewise turned its full force on the buying power of the Rocky Mountain region . . . on Cheyenne, Boulder, Greeley, Fort Collins to the north . . . on Canon City, Cripple Creek, Colorado Springs, Pueblo to the south. In short, this new directive antenna, the most modern known to engineering science, combines with KLZ's new 5,000 watt authorization, full time, to make KLZ the best buy in the Denver region today. Actual measurements of this improved coverage are now being made. Findings will be made available to advertisers within a month. But an indication of what may be expected is to be found in tests in downtown Denver where KLZ's signal has increased about 150% in the daytime, 350% at night.

KLZ
DENVER
CBS Affiliate · 560 Kilocycles
AFFILIATED IN MANAGEMENT WITH THE OKLAHOMA PUBLISHING COMPANY
AND WKY, OKLAHOMA CITY · REPRESENTATIVE: THE KATZ AGENCY, INC.

XUM


THE NEW FACTOR
in the New York Market!
Paterson
Hackensack
Passaic
Orange
Newark
Jersey City
Elizabeth
Bayonne
1000 WATTS
FULL TIME
940 Kc (CENTER OF THE DIAL)
NEW TRANSMITTER SITE
NEW (every hour) ON THE HOUR
NEW TRANSMITTER IN THE GEOGRAPHICAL CENTER OF THE GREATER NEW YORK AREA
* New Operations begin: Fall, 1940
WAAT
Jersey City, N. J.
N. Y. SALES OFFICE
SUITE 2217 • RKO BLDG., RADIO CITY, N. Y.
CIrcle 5-5780

DOMINATING THE NATION'S 3RD PROSPERITY MARKET!

YOUNGSTOWN—steel center of the prosperous Mahoning Valley District—ranks THIRD in business improvement, compared with any other territory containing over a million population, according to a recent issue of Forbes Magazine. This greatly expanded activity very definitely means greatly increased spending power—not for a brief period—but for many months to come.

WKBN—now more than ever—is the key to this rich purchasing area—dominating the market of 2,000,000 listeners with strong, clear reception!

WKBN BROADCASTING CORPORATION

17 NORTH CHAMPION ST. · YOUNGSTOWN, OHIO

MEMBER OF THE COLUMBIA BROADCASTING SYSTEM

National Representatives: RADIO ADVERTISING CORPORATION

WAVE GOES 5,000 WATTS— BUT STILL DOESN'T COVER CHINA!

Our engineers tell us that our brand-new 5000-watt transmitter (which goes on the air about September 29) will extend our primary coverage right considerably—but honestly, we *still* won't cover the teeming populace of either Shanghai (China) or Shine On (Ky.) . . . To tell you the truth, WAVE isn't much interested in reaching *anything* outside of the Louisville Trading Area (where the bulk of all Kentucky's business is done). We *are* interested in the fact that, with an extra 4000 watts, we'll be able to give your message an even stronger, clearer voice, throughout the Area you want! . . . So it's still "China for the Chinese"—and WAVE for those million-plus people who can best afford your wares, in the best part of Kentucky.

An N. B. C. Outlet . . . FREE & PETERS, INC., National Representatives

Station **WAVE** Louisville

1000 WATTS INCORPORATED 940 K. C.

WCOP

The FIVE STAR

(NOT FINAL, IT'S ONLY OUR 5th BIRTHDAY)

ULTIMATE

FOR SUCCESSFUL RADIO SALES
RESULTS IN THE GREATER BOSTON AREA

TOWERING TO ~~NEW~~ *Still Greater* HEIGHTS

Way back in 1933, KMBC's new integral plant-antenna was big news to advertisers! Now KMBC's new 544 foot Blaw-Knox antenna—broadcasting 5,000 Watts Day and Night—is news again! Newsworthy because it is a symbol of KMBC's constantly improved technical perfection . . . of program production showmanship that won Variety's 1939 Plaque . . . of our ability to produce effective results for advertisers in the prosperous Middle West!

KMBC Trade Press Announcement, September, 1933

TOWERING TO *New* HEIGHTS

Installing the newest, most advanced transmitting equipment, Kansas City's leading radio station now becomes the most modern in America!

Selected by the Columbia Broadcasting System as a Key Station—originating chain programs broadcast throughout the West, KMBC has built a program and talent staff that is distinguished throughout the United States.

There is no guesswork about KMBC's intensive coverage in the Kansas City Market Area. KMBC's merchandising service is unique among broadcasting stations. Your distribution methods and problems are of first importance in building a radio program. KMBC realizes this, and its organization—designed solely to function in broadcast advertising—acts on facts gained by actual investigation.

An inquiry about KMBC service entails no obligation.

Midland Broadcasting Company

Hotel Pickwick Kansas City Phone HArrison 2654

KMBC

THE *TESTED* SPOT FOR TEST PROGRAMS

National Time Reps:
Free & Peters, Inc.

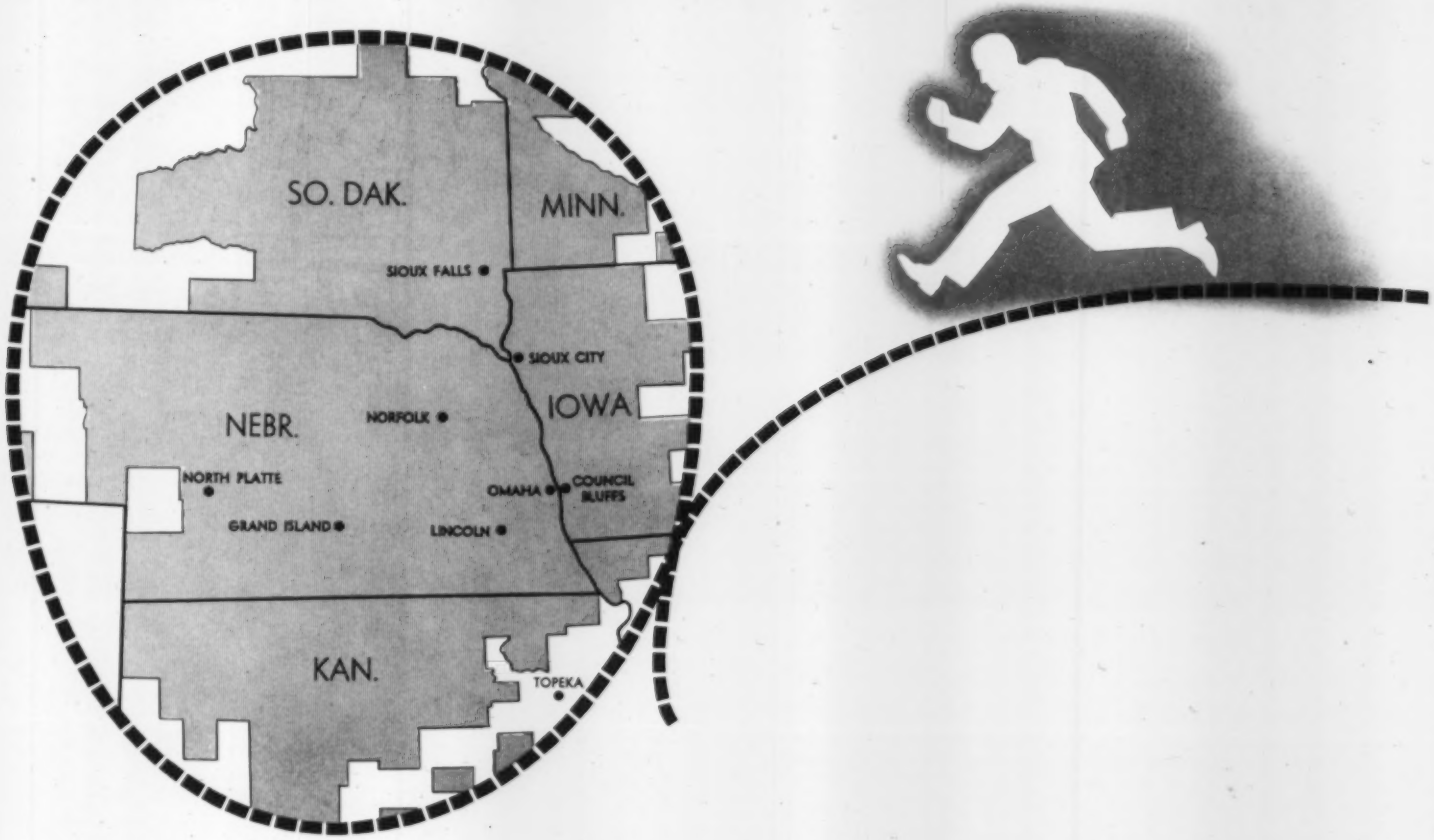
National Program Reps:

George E. Halley
400 Deming Place
Chicago, Ill.

Columbia Artists, Inc.
485 Madison Ave.
New York City

Columbia Management, Inc.
Columbia Square
Hollywood, Calif.

KMBC OF KANSAS CITY



Tear Around Dotted Line

GO ON, tear around dotted line. Get yourself out of breath. You've got parts of six states to cover—thousands of miles around. You'll circumnavigate 259 counties, with 816,690 radio homes and billions of dollars of spendable income.

Buy WOW— cover the entire market with one radio station. WOW provides more selling impacts, in more counties, with more spendable income, than any other medium in the market. If you want the Omaha market— you want WOW!

RADIO STATION

WOW

OMAHA, NEBR.

John Gillin, Jr., Mgr. . . John Blair & Co., Representative. . . On the NBC Red Network. . . Owned and Operated by the Woodmen of the World Life Insurance Society. . . Write for Comprehensive Surveys and Maps.

5,000 Watts Day and Night on 590 KC Covers the Omaha Market

RADIO WOULD HAVE MADE IT THE "MILD" WEST!

BACK IN THE DAYS when the stagecoach careened through the "wild west," highway bandits were the terror of travellers. Inadequate communications slowed reports of robberies, made capture of criminals difficult.

Had radio been available at the time, this lawlessness would not have flourished. Today, radio aids highway patrols and police everywhere in the important task of stamping out crime.

Radio today gives vital news to the world almost as soon as it happens. In making and keeping modern Americans the best informed people on earth, an RCA Service, the National Broadcasting Company, operates two nation-wide networks 35 hours a day.

Vitally important also is the role of R. C. A. Communications with its direct transmission to and from 43 countries, and between leading U. S. cities.

So that all America may keep tuned to the pulse of the world by radio... so that quality will be ever higher... prices ever lower... the RCA Laboratories continuously engineer new developments, which are made available to RCA licensees, including the RCA Manufacturing Company, for radio sets, records, transmitting equipment, and other radio and sound apparatus.

RCA Manufacturing Company, Inc.
Radiomarine Corporation of America
National Broadcasting Company
R. C. A. Communications, Inc.
RCA Laboratories
RCA Institutes, Inc.

RCA

RADIO CORPORATION OF AMERICA

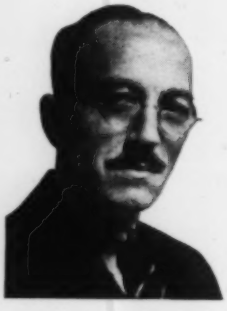
RADIO CITY • NEW YORK

WCBM Studios — a recognized landmark and beauty-spot in Baltimore!

POWER *Concentrated* TO SELL

BALTIMORE, MARYLAND

MORE *Effectively* - MORE *Economically!*



JOHN ELMER
President

★

A shot-gun scatters its fire over a WIDER AREA, but a RIFLE hits the target HARDER! WCBM's power is CONCENTRATED to deliver your advertising message, with satisfactory volume and clarity, most effectively in the 238,860 radio-equipped homes IN THE BALTIMORE METROPOLITAN TRADING AREA! That's why increased sales IN BALTIMORE obtained through WCBM advertising are HIGH in proportion to advertising cost.

WCBM

Affiliated With The

MUTUAL BROADCASTING SYSTEM

GEO. H. ROEDER
General Manager

★

National Representatives

THE FOREMAN COMPANY

247 Park Ave.
New York

★

Wrigley Bldg.
Chicago

AMERICA'S SEVENTH LARGEST MARKET

ANNOUNCEMENT

Columbia Recording Corporation, a subsidiary of Columbia Broadcasting System, Inc., is now actively engaged in the electrical transcription business.

Complete recording studios, incorporating the most modern facilities, will be available September first, in New York, Chicago and Hollywood. Manufacturing and processing facilities are at Bridgeport, Connecticut, and Hollywood, California.

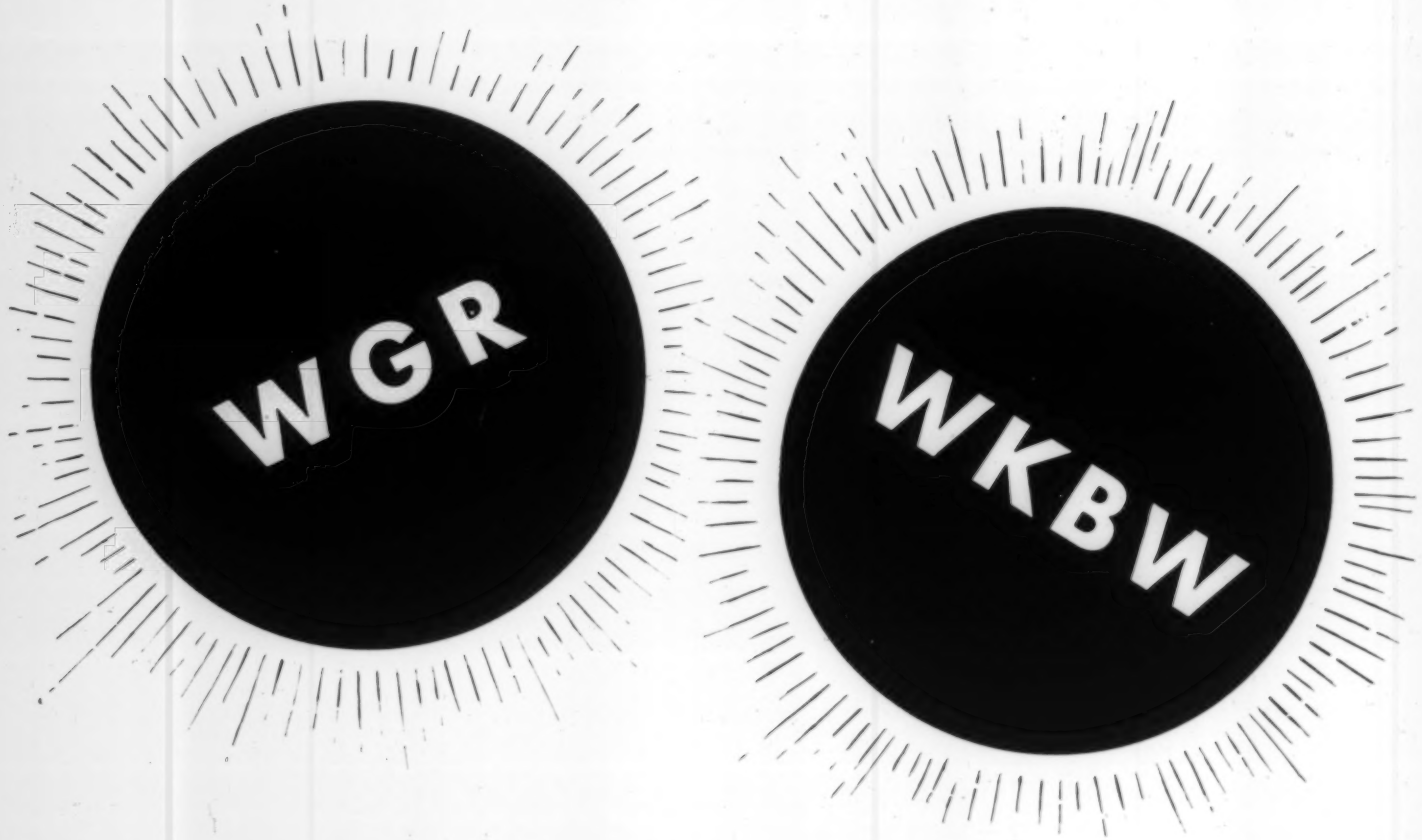
You are invited to hear a demonstration of the recording characteristic of a Columbia Electrical Transcription, during the N.A.B. Convention, Hotel St. Francis, San Francisco, beginning August 4.

TRANSCRIPTION DIVISION

COLUMBIA RECORDING CORPORATION

A SUBSIDIARY OF COLUMBIA BROADCASTING SYSTEM, INC.

NEW YORK, 799 SEVENTH AVENUE • CHICAGO, WRIGLEY BUILDING • HOLLYWOOD, COLUMBIA SQUARE



"Spots Before Your Eyes"

This is the Era of MORE POWER!

MORE POWER TO NAB

Greetings and welcome to our first Pacific Coast National Convention

from the

"Evergreen Land" The Pacific Northwest

and

KOIN

The Journal

Only CBS Outlet in the Great Oregon Market

ALSO

MORE POWER TO KOIN

Now operating on newly authorized 5000watts Directionalized Night Power

MORE POPULATION

Advance census figures show healthy Oregon Increase

MORE POWER TO REACH THEM WITHOUT EXTRA COST

No increase in rates so far announced by

KOIN

The Journal

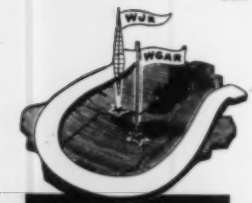
Affiliated with the COLUMBIA BROADCASTING SYSTEM

Represented in the National Field by FREE & PETERS

"Take an extra week," the boss told me!

"Sales manager gets vacation! It's glorious, dear. And imagine . . . I had given up all hope when your boss suggested that business trip through Michigan and Ohio."

"Thank radio, darling! Sales started humming when I put that campaign on WJR and WGAR. Those two stations are as popular out there as you are at the club dances. 'Nice work,' the boss said . . . 'you have earned a real vacation! Take an extra week.'"



THE GREAT STATIONS OF THE GREAT LAKES

BIRDSEYE OF THE "GOLDEN HORSESHOE"

Annual grocery bill of nearly three-quarter billion dollars.

More than a hundred million dollars annually in retail drug sales.

More than 15% of the wage earners of the United States.

Highest average wage in the nation.

Weekly pay rolls of ten million dollars in iron and steel industry, nine million in automotive industry.

10% of the nation's farmers; a billion dollar yearly farm income.

Larger automobile registration than any single state.

Speaking of Vacations, more than a half billion retail dollars are being spent this year by vacationists within the "Golden Horseshoe," the moneyed market served by WJR and WGAR. That's more than in any single state, except New York. Add to this the extra millions being poured into ever-increasing pay rolls, the dollars that defense is depositing here for things of iron and steel. Little wonder most radio schedules these days include the Great Stations of the Great Lakes!

Thirsty People, these "Horseshoeites!" In one year, they down twenty million dollars worth of soft drinks—almost enough to supply New York state. But "pop" is only one of the products that WJR and WGAR have popped to new sales peaks!

FORBES TABS "HORSESHOE" HOT MARKET

Tycoons guided by "Sales High Spot" maps of Forbes Magazine noted that the July 15th edition cited Cleveland for the 4th consecutive time, pinned the 12th successive blue ribbon on Detroit. They should know, also, that the best way to "spot" advertising in these high spots is to use WGAR and WJR!

WJR
THE GOODWILL STATION
Detroit

WGAR
THE FRIENDLY STATION
Cleveland

Basic Stations . . . Columbia Broadcasting System

Edward Petry & Co., Inc., Nat'l Representatives

BROADCASTING
and
Broadcast Advertising

Vol. 19. No. 3 WASHINGTON, D. C., AUGUST 1, 1940 $3.00 A YEAR—15c A COPY

Time-Buying Boom Foreseen for Autumn

All Branches of Industry Anticipate All-Time Records; War Danger Fails to Influence Budgets Adversely

RADIO ACTIVITIES of practically all users of the medium will either continue on "normal" schedules or will be expanded this autumn and winter.

With neither the war nor any other economic factors exerting an appreciably adverse influence on radio budgets—with national defense expenditures, indeed, stimulating business and advertising—there is every reason to expect that the business of broadcasting will maintain its upward trend and that the 1940-41 season will continue to bring record month-by-month revenues.

These conclusions are drawn from a consensus of key advertising agencies, major sponsors of network and national spot programs and surveys reported in this issue by correspondents of BROADCASTING in the leading advertising centers of the United States and Canada.

All Optimistic

Besides assigning its correspondents to survey their local and regional fields, BROADCASTING asked nearly 50 agencies which ranked top in network and spot billings in 1939 to wire their comments on fall and winter prospects direct, and the telegraphed replies received are published in full on pages 26-27.

Practically to a man, their outlook was optimistic—in many cases even enthusiastic. With such glowing reports from the national field, plus the comments of our correspondents on selected local and regional situations, it is fair to assume that local radio advertising will hold up just as well. It has become axiomatic in the broadcasting field that local radio sales follow practically the same curves as national—this despite the fact that the more network and national spot sold, the less time available for local

On the other hand, the preponderance of stations is in the local category, most of them having no network affiliations and many of them until recent years enjoying relatively little national spot business That they are due for more of this business, is evident from the generally wider use of spot contemplated, either as supplementary to network or because so many more advertisers are turning to the spot medium.

In addition to the "key" surveys appended hereto and the agency symposium published in full, BROADCASTING has received brief but similarly favorable reports from some of the most important sponsors of radio programs, both network and spot.

Proctor & Gamble, for example, the largest user of radio time, reported: "We expect to continue through the fall on the present scale."

Donald D. Davis, president of General Mills, wired: "Use of radio network and spot programs continues an important part of our advertising activities, and we see no present reasons for any major adjustments in our comprehensive schedules, approved by our directors in May, for the fiscal year beginning June 1, 1940."

Other Sponsors Say Same

Thomas L. Smith, president of Standard Brands, wired BROADCASTING as follows: "Standard Brands' advertising plans for the fall include aggressive campaigns on the radio and in magazines and newspapers. Our Chase & Sanborn radio program, now off the air for the summer, will resume its activities early in September with the same cast and famous guest stars. Our *One Man's Family* program will continue throughout the summer, and the *I Love a Mystery* program will return in October."

The Kellogg Co., Battle Creek, Mich., indicates that its fall advertising program will continue to use "spot radio, color pages in black and white ads in national magazines, newspapers and other miscellaneous media." Said this company: "Prospects indicate a very firm volume of business on all of our products."

"Prospects for advertising use of radio, both spot and general, depend largely on international developments as well as domestic within the next few months," according to Lee H. Bristol, vice-president in charge of advertising of Bristol-Myers Co. "There is no strong evidence yet to favor curtailment on most advertising programs for consumer merchandise. The average manufacturer's viewpoint is cautious and conservative but not extreme in either direction."

The Pepsodent Co. reported its advertising budget is the same as originally planned for the fall, slightly higher than last year. It expects to use the same network for Bob Hope's show in September.

Adam Hat Stores, sponsor of prizefights, will "continue our present advertising policies without curtailment".

Miles Laboratories, through President C. S. Beardsley, reported itself as "optimistic on advertising outlook for the fall" and is changing neither network nor plans, using approximately the same budget as last year.

Network Plus Spot

Indicative of the combination network-spot user is Nehi Corp., Columbus, Ga., whose advertising manager, John D. Anderson, wired: "We are going ahead during the fall of 1940 without the slightest curtailment. Bob Ripley is under contract to continue his radio program for Royal Crown Cola over an 89-station CBS hookup. In addition, local bottlers of Royal Crown are using one-minute spot recordings and other local radio programs. A national survey made last fall indicated to us that retail dealers feel radio is one of the most effective mediums that can be used."

Similarly, Continental Baking Co., New York, through its advertising manager, Lee Mack Marshall, reports no plan to curtail its *Sky Blazers* and *Pretty Kitty Kelly* shows on CBS nor to change its policy of using announcements and spots in local markets in special cases. "Extenuating circumstances" might possibly arise to cause Continental to change its present plans, but none is foreseen at present.

Following are the surveys as reported by the correspondents of BROADCASTING:

NEW YORK

By BRUCE ROBERTSON

RADIO will hang up new records in 1940, with advertising income far above the normal increase over 1939. Networks and individual stations alike have had the best first six months of any year in radio history and, unless all present indications are wrong, the last half of the year will be even better. Without adversely affecting network business, spot radio is skyrocketing at a pace unequalled since the earliest days of this type of advertising, and many stations, especially those in manufacturing centers, are already hanging out SRO signs for their preferred hours during the fall.

That's how the situation was sized up in late July by more than 50 New York advertising agency radio executives, station representatives and station and network officials, interviewed by BROADCASTING in an off-the-record caucus. Without exception, these men reported radio activity unparalleled for this time of year, with more business on the air and more orders already signed for fall campaigns than ever before. Old advertisers are renewing almost 100%, many with schedules expanded to include additional markets, and advertisers new to radio are scheduling test campaigns in unprecedented numbers. Furthermore, many of these campaigns are starting in August and early September instead of the more usual end-of-daylight-saving-time date, and advertisers who are holding off until October have already signed orders for time.

War Not a Factor

What's back of this radio boom? 1940 is a year of war abroad, a war which has already eliminated most of the foreign markets for American goods and a war whose course may further impinge on our interests. 1940 is a Presidential campaign year and such years are notoriously bad for business. Yet none of the interviewees reported any instance of an advertiser holding up a campaign because of the war, or of holding off until after election. In fact, at first glance neither war nor politics seems to have had any effect on the radio picture one way or the other, and radio appears to be booming because general business is good.

One does not have to dig very

deeply beneath the surface, however, to discover that the business uncertainty produced by war and politics is a vital factor in the radio upswing, especially in the pronounced trend to spot radio. Faced with an unpredictable future, American business has apparently decided that the wisest course to pursue is to ignore this future which it cannot control and to devote its energies to doing as much business as it possibly can today. This line of thought naturally calls for increased advertising, of which radio would naturally get its share.

But that's only the first step in the reasoning. Not being able to plan intelligently for the future, advertisers are avoiding, as far as possible, tying themselves up with future commitments. They are seeking elastic media, in which campaigns may be altered rapidly to meet rapidly changing conditions, in which copy appeals may be altered at the last moment and which will permit cancellations, should they become necessary, on the shortest possible notice. And that's where spot radio comes in.

Quick Placement

To place and carry out an advertising campaign in national magazines takes approximately six months. It takes about four months to get in and out of national newspaper or billboard campaigns. Campaigns on the nation-wide networks may be cancelled on 13 weeks notice. But the standard contract for spot radio advertising contains a two-week cancellation clause. A number of representatives report that their stations are even waiving this requirement and are accepting business on a "till forbid" basis that permits the advertiser to halt his broadcasts on 24 hours' notice.

The war and rearmament orders, which have lifted employment and retail sales figures to levels above those for even the boom days of the first world war or of the late 1920's in the country's manufacturing centers, have naturally resulted in increased time sales for stations in those cities. One such station, established for more than a decade and presumably having reached its normal business level, reports that its time sales in the first six month of 1940 were more than 25% ahead of those in the same period of last year, with prospects for an even larger increase for the second half of the year.

But prosperity in America, is never confined to a few cities. Workers in the industries stepped up by war conditions are spending their overtime pay for merchandise made in other cities, enabling workers in these other cities to increase their earnings and their purchases and making it profitable for advertisers to widen their campaigns proportionately to the widening circles of increased incomes. That this has happened is clearly shown in the reports of the station representatives that their billings for the first half of 1940 are anywhere from 25% to 100% over those for the like period of 1939, with even larger increases looming up for fall. It is probably significant that the smaller increases were reported

(*Continued on page 94*)

Agencies Highly Optimistic Over Outlook

J. E. AINLEY
Radio Director
Aubrey, Moore & Wallace Inc.

OUR CLIENTS are looking ahead to a good fall and winter season and are planning equal or increased appropriations for both network and spot radio advertising.

R. H. ALBER CO.
Los Angeles

WE ARE making definite plans now to more than double our present schedule of both network and spot radio next fall and winter for our client, Gospel Broadcasting Association. Two more of our clients have tentatively authorized material increases from former schedules which have been released network and spot. We have every reason to believe that their tentative increases will materialize.

JOHN L. ANDERSON
Director of Radio
McCann-Erickson Inc.

IT IS DIFFICULT to predict with any certainty the trend of the radio industry this coming season. It is natural to suppose that clients will wish to have radio commitments in as fluid a state as possible. At the present time we expect to do a little more radio business this season than in the one just past.

EMIL BRISACHER
President & Radio Director
Brisacher, Davis & Staff

OUR PRESENT commitments for fall and winter broadcasting indicate that our billing will be up around 20% on network time. Our commitments for spot radio are about the same as last year.

MAURICE H. BENT
V.-P. & Account Executive
Blackett-Sample-Hummert Inc.

FALL PROSPECTS of Blackett-Sample-Hummert accounts: Look for continuation of present commitments with only slight increases such as single station additions to present schedules. Total radio billing should be higher due to new use of radio and new accounts. To date European situation has had practically no effect as only small foreign language schedule cancelled due to this cause.

LAWTON CAMPBELL
V.-P. & Radio Director
Ruthrauff & Ryan, Inc.

WE HAVE every indication now that our clients will increase radio advertising for fall and winter and expect more radio programs and radio billing for this agency this fall than in any previous similar season.

C. H. COTTINGTON
Vice-President
N. W. Ayer & Son

THE OUTLOOK on radio advertising for the forthcoming fall and winter appears to be excellent. I see no reason why the advances made continually since 1932 should be halted by anything other than scarcity of time itself. Each succeeding year offers advertisers more circulation and more intense listening in the field of radio and sale of time has always paralleled this increase.

ROBERT G. JENNINGS
V. P. & Radio Director
H. W. Kastor & Sons Adv. Co.

INDICATIONS point to excellent fall and winter season on both spot and network business. There is an easing up of the time availability situation both on spot and network at present. Last minute orders will, I believe, alter this before time change. Because of the uncertain situation in Europe, contracts generally will probably contain more conservative cancellation clauses. But other than this, radio generally should equal or better 1939.

FRANK W. FERRIN
V.-P. & Radio Director
Henri, Hurst & McDonald Inc.

GREATEST difficulty I see in the immediate radio picture is time availability. Our radio billing is considerably up and there is every indication that our fall billing will be even higher. The outlook for fall and winter, barring an unforeseen catastrophe, should show an all-time peak for the industry.

EDWARD J. FITZGERALD
Radio Director
Erwin, Wasey & Co., Inc.

THE RADIO outlook for this fall is encouraging. There are increased budgets to some extent, and accounts which for a time forgot broadcast advertising are showing increased interest. Because available network time demands high talent costs necessary to offset competitive programs, this agency has drifted to a high percentage of spot buying. Despite added cost of handling, spots are proving economically solid. Nevertheless, this agency looks forward to some increase in network broadcasting.

C. F. GANNON
V.-P. & Radio Director
Arthur Kudner Inc.

ALL INDICATIONS point to a brisk fall and winter business in radio for Kudner clients. Some accounts, originally radio that had reverted to other media, will resume radio this fall in a major way and there is no likelihood of any cancellation of current business.

CHARLES H. GARDNER
Time Buyer
Gardner Adv. Co.

BELIEVE outlook for radio is optimistic. Every indication general listening is on upgrade. Our clients made good use of both network and spot this spring and summer. Expect equally good business for fall and winter. Comments of most midwest network and station representatives also indicate favorable trend for radio throughout this area in coming months.

E. A. GOBLE
Secretary
Stack-Goble Adv. Agency

THE EXTENSIVE use we have made of radio in the past is proof positive of what we think of it as a medium and we have no reason to expect or anticipate but that radio will go on and on to greater heights.

Dollar Volume of Network Sponsors Analyzed for Half-Year by Industries

RADIO ADVERTISER expenditures on all major networks advanced from $41,176,150 in the first six months of 1939 to $47,048,571 during the same period of this year, a gain of 14.3%. Analysis of the combined billings of NBC, CBS and MBS by industries reveals the totals by industry classifications as follows for the first six months of 1940 and disclose that, as in previous periods, foods and food beverages and drugs account for more than 55% of the networks' billings:

CLASSIFICATION	*NBC*	*CBS*	*MUTUAL*	*TOTAL†*	*% OF TOTAL**
Automotive	$ 499,778	$ 964,742	$ 8,728	$ 1,473,248	3.1%
Building		6,026	80,911	86,937	
Tobacco	3,541,898	3,176,051	440,578	7,158,527	15.2
Clothing	106,566		35,216	141,782	
Confectionery & Beverages	464,479	964,301	8,240	1,437,020	3.1
Drugs & Toilet Goods	8,171,582	4,395,451	172,650	12,739,683	27.1
Financial & Insurance	7,824	438,007	8,450	454,281	
Foods & Food Beverages	6,075,437	6,698,834	739,591	13,513,862	28.7
Garden					
Furniture & House Furnishings	481,213		105	481,318	1.0
Jewelry & Silverware		152,368		152,368	
Petroleum & Lubricants	980,590	1,515,632	147,427	2,643,649	5.6
Machinery, Farm & Mech. Supplies					
Office Equipment					
Paints & Hardware	171,400	23,178		194,578	
Radios & Musical Instruments		32,995	28,472	61,467	
Schools & Corresp. Courses	45,500			45,500	
Shoes & Allied Goods	92,964		14,992	107,956	
Laundry Soaps & Cleansers	3,501,510	2,004,958	32,050	5,538,518	11.8
Sporting Goods					
Stationery & Publishers		67,603	15,385	82,988	
Travel & Hotels	168,028	9,399	1,086	178,513	
Brewing			9,274	9,274	
Miscellaneous	251,107	7,827	288,168	547,102	1.2
GRAND TOTAL	$24,559,876	$20,457,372	$ 2,031,323	$47,048,571†	96.8%*

* Note: Fractions of less than 1% omitted.

† Note: For comparison of this column with first six months of 1939, see page 68 of Aug. 1, 1940 BROADCASTING.

They See Good Season Ahead

Mr. Gannon

Mr. Holcomb

Mr. Ferrin

Mr. Fitzgerald

Mr. Wade

Mr. Latham

Mr. Jennings

Mr. Pryor

LAWRENCE HOLCOMB
Radio Director
Sherman K. Ellis Co.

I BELIEVE this fall and winter will see a tremendous amount of spot radio. With the country completely sold on radio as an advertising medium and with the networks getting more and more sold out, the advertiser is naturally turning more and more to spot radio. Naturally the chains will do their usual tremendous amount of business.

WILFRED S. KING
Director of Radio
J. M. Mathes Inc.

SPOT broadcasting for fall, insofar as this agency is concerned, promises to be a larger operation than ever before. Our advertisers who have used it are going to continue with increased appropriations and some of our new accounts who have not used this form of radio before are including it in their plans. We are placing business now because we are confident it will become increasingly difficult to obtain the choice availabilities for our clients as the summer progresses. Last winter brought some 40 closeout schedules but it seems as though the same condition will occur only earlier and on more stations.

CHESTER J. LA ROCHE
President
Young & Rubicam Inc.

ALL SIGNS point to another big year for radio advertising, with a continuation of the steady increase in both network and spot billings. It seems evident that the style of network programs will continue to change. This trend is away from the expensive, big name shows, particularly the big variety hours. These are being replaced, to a certain extent, by programs that show greater ingenuity and imagination. This trend is due largely to two factors: (1) Radio producers, through experience in program building and a greater knowledge of audience psychology, have discovered or developed a greater variety of program types to entertain listeners at less expense. (2) Increased costs of radio advertising, meaning greater time charges, union scales and production costs, are forcing many radio advertisers to cut their talent expenditures.

Spot advertising should continue to grow due to the greater flexibility of this means of reaching the ultimate consumer. The advertiser is not committed to such large scale operations or long term time contracts. Also, he can change his program in one territory where it does not obtain results without upsetting his campaign in another territory.

GREGORY WILLIAMSON
Radio Director
Pedlar & Ryan Inc.

THERE ARE many sound reasons for looking at radio advertising for this fall and winter with a healthy optimism. We certainly see no reason for any decline in spot or network operations so far as overall plans are concerned. We do not believe that recent world developments materially affect radio as an advertising medium. Total expenditures should remain substantially the same.

EDWARD LASKER
V.-P. in Charge of Radio
Lord & Thomas

WE EXPECT all of our clients using both spot and network radio to continue on the air through the fall and winter periods. At this date we are not anticipating any changes in schedules or shows from the programs our clients used last year.

JACK R. LATHAM
Benton & Bowles

FROM ALL indications we expect a banner fall season both in spot and network radio. All clients currently on air continuing, and expect considerable additional radio beginning in fall.

RICHARD MARVIN
Radio Director
Wm. Esty & Co.

SEVEN shows are now on the network and scheduled for fall continuance and there will be substantial increases in spot appropriations. This will undoubtedly be a peak year.

JOHN E. McMILLIN
V.-P. & Director of Radio
Compton Advertising Inc.

THE FALL and winter outlook for network and spot radio looks healthy and strong on all our accounts.

PAUL F. MONROE
Buchanan & Co. Inc.

CONSIDERING our plans with what I have been told as regards other clients, all things point to a most encouraging season for radio advertising—probably the best in its history. Radio certainly year by year has proven itself to be the most progressive and powerful of media. On our part, we have completed our network plans for the Texas Co. for the 1940-41 season, presenting the *Texaco Star Theatre* starring Fred Allen with Kenny Baker and company on an 88-station CBS network. We also anticipate regional coverage in Florida for the winter season; in Texas, with daily news broadcasts; in the Mountain Zone, with news and spot announcements.

ROBERT W. ORR
Executive Vice-President
Lennen & Mitchell

THE SITUATION on radio for the fall and winter is very encouraging. Network radio looks as though it will continue at the same if not greater volume than last year. We definitely expect spot radio to be greatly increased.

ARTHUR PRYOR, JR.
V.-P. & Radio Director
BBDO

NETWORK and spot radio schedules in prospect for fall of 1940 appear to reflect normal yearly increase in use of medium as effective advertising vehicle. They do not reflect any apprehension of war or political campaign. Defense program with later increase in purchasing power might conceivably stimulate additional commitments in late fall or early winter.

RUSSEL M. SEEDS CO.

UNLESS unforeseen difficulties arise, our clients are planning an extended fall schedule. No curtailment of any advertising is anticipated unless actual war comes to this country. Some of our clients are watching the situation very closely but as yet no actual schedules have been held up.

OTTO R. STADELMAN
Secy.-Treas. & Time Buyer
Needham, Louis and Brorby Inc.

OUR CLIENTS' radio spot and network advertising for the coming fall and winter will be slightly ahead of the same period last year.

WALTER A. WADE
V.-P. Account Executive
Wade Adv. Agency

THIS LOOKS like an extra good year for radio advertising. News of the war plus the coming political campaigns will keep more people glued to their radios this fall and winter than perhaps in any previous year. Summer tests, which we have been conducting, have shown more good sales reaction and greater promise than at any previous time. All indications are that our clients will be using more network and spot broadcasting this fall and winter than they have in the past two years.

CHICAGO

By EDWARD CODEL

MIDWEST agency time-buyers, station managers, representatives, transcription and production firms all have optimistic viewpoints and predict a decided increase in billings for fall and winter. The war, which for a while caused some concern in regard to renewals and new business, seems not to have acted adversely at all but in many cases is believed to be the determining factor for appropriation expansion due to the added defense fund money in circulation. Some agencies report that at the time of the fall of Belgium there was a general holding back for a while but this was short-lived. A few foreign-language programs were cancelled during the last few months and there has been much more discussion of advertiser protection in regard to long-term contracts for time and talent. But on the whole prospects seem fitted with rose-colored glasses designed for long wear.

Meat Industry Active

One example of a heretofore almost static industry, insofar as radio is concerned, jumping on the bandwagon for a big ride, is the meat industry. Radio is expected to figure prominently in the plans of the Institute of American Meat Packers which will spend $2,000,000 annually for an indefinite number of years to inform the public of meat's essential place in the diet. This is the largest cooperative campaign in food industry history. Armour & Co. is currently promoting its Treet in a national quarter-hour spot series; Geo. A. Hormel Co. is using *Burns & Allen* on network to promote its Spam; Swift & Co. is reported contemplating a campaign in behalf of Prem. In addition, these and many other meat packers are producers of pet food and many new schedules are contemplated in addition to the dozen or so now being heard on network and spot.

Others placed in this territory now on the air or which have been planning expansion in the near future include Colgate-Palmolive-Peet. Brown & Williamson Tobacco Co., currently using four network shows — *Plantation Party* (Bugler tobacco), *Uncle Walter's Doghouse* (Sir Walter Raleigh smoking tobacco), *Showboat* (Avalon cigarettes), and a two and three-quarter hour Saturday evening show on the Don Lee network for Wings—is contemplating three more network shows. Northwestern Yeast Co. (Maca yeast), will enlarge its present national spot schedule. Mar-O-Oil (shampoo), is returning to the air with a spot campaign. Also active are General Mills, Cudahy Packing Co., Procter & Gamble, The Wander Co., Mars, Inc., Pabst, Campbell Cereal Co., Grove Laboratories, Welch Grape Juice Co., Schaeffer Pen, Household Finance and many more.

Selling the Distributor

Agency executives feel that the coming season will bring with it the greatest merchandising campaigns ever conducted, both by advertisers and stations. In the case of the advertiser, stress is being laid more and more on selling the

distributor. More personal representatives of the home company will call on retailers and distributors to promote products in conjunction with radio programs than in the past. It is expected that distributors will have more say in how the advertising dollar is spent.

Another definite trend is the supplementing of network shows with chain-break and one-minute announcements. These are spotted during particular daytime and evening periods to reach definite types of listener. The Pure Oil Co. has done this in the past. Many others have included it in their fall and winter schedules.

Still another trend, according to agency executives, is toward fewer unproved or "wildcat" programs. It has been a common occurrence in the past to buy untried but seemingly good idea programs and place them on network or national spot. After much expenditure, they often prove to be duds insofar as general public acceptance and pulling power. There is developing a "farming out" system of testing in a few chosen markets, gathering pertinent information on results, and then, if proved successful, placing on a nation-wide basis. This serves equally as protection to advertiser and agency, and in some cases to the listener as well.

Transcriptions Bullish

Transcription companies are unanimous in their prediction that fall and winter will see them operating at full capacity. In addition to the general upswing in business which they feel is unquestioned, other contributing factors, they say, are:

1. Transcriptions have graduated from the experimental stage and are now on a production and performance par with any live shows.

2. The "local angle" which transcriptions afford offer an incentive to retailers and distributors, especially if their names are mentioned in signatures, to merchandise programs.

3. The general trend of using announcements, many of which are transcribed, to supplement network shows (mentioned previously as suggested by agencies).

4. The flexibility of transcribed shows in "spotting" them in best available local time.

According to the outlook and advance orders, one company expects to produce well over 700 discs a month. Others are equally optimistic.

Spot Record Foreseen

It is predicted that more national and regional spot campaigns will start in the coming season than ever before. Many agencies talk continually of "specific market" schedules which can be accomplished only by using this type of program. Others will use spot as a test and prelude to network expansion.

It is generally predicted that there will be exceedingly little, if any, "undesirable" time on stations in the future which means, therefore, in a few months little time will be available. The periods considered less worthy than others by advertisers are receiving particular attention in this section by a building process of presenting better programs at these times to attract more listeners.

Drawn for BROADCASTING by Sid Hix

"Let's Get Out of Here! They're Not Playing BMI Music!"

SAN FRANCISCO

By J. CLARENCE MYERS

THE GRADUAL breaking down of retail store resistance to radio, together with a healthy "shot in the arm" from political accounts and better than usual regional, national spot and network business, promises San Francisco radio one of its best fall seasons.

That is the combined prediction of station managers, sales managers, advertising agency executives and radio directors and station representatives in the Golden Gate city.

If there is any war scare among those who buy time on the air in the country, it is practically unnoticeable in Northern California, where "business as usual" has been the case throughout the summer months.

The business lost by San Francisco radio because of the uncertainty of the situation in Europe has been negative from a local standpoint. However, there have been a few national spot accounts placed out of the East which were expected to renew at the termination of their contracts, but failed to do so. This may or may not have been due to the war.

Exceptionally Good Autumn

Most station managers interviewed stated that their local, national spot and network business was up over the summer of last year, and that from present commitments the fall season shows every indication of being the best in history.

The exceptionally strong fall season will be accountable in part to a heavy political schedule—network, regional network, spot and local. In addition to the national political business, California has many competitions for office this year as well as a score or more of propositions and amendments on the ballot. Because most of the major network affiliates are sold out solid in the evening hours, the lesser independents reap a rich harvest in politicals.

San Francisco radio has been historically weak in retail advertising, particularly large department stores and specialty shops. But that resistance is gradually being broken down by some of the major stations. KSFO, the CBS affiliate, and KPO-KGO of the NBC, as well as KFRC, the Mutual station, have gone after the retail merchants' business with "idea presentations" that fit their particular needs. To a certain extent they have been successful.

But the retailers are still cautious. They are "feeling their way" with radio by placing small campaigns.

Lincoln Dellar, general manager of KSFO, stated that those retailers who have come to radio, in most cases have been won over by the medium and continue to include radio in their advertising budget. According to Dellar his station was just as crowded with business during the summer months as during the spring and winter.

Spot, Net Both Look Good

The national spot business promises to outdo itself in San Francisco this season in the opinion of some station men. A number of the national advertisers using spot radio are leaning towards considerably larger expenditures than in the past, they state.

The regional network business looks healthy, too, particularly to the Don Lee-Mutual chain, which recently "snagged" the Standard Oil Company's two programs from NBC for release on about 30 Mutual stations twice weekly [BROADCASTING, July 15].

San Francisco independents for the most part enjoyed a spring and summer season that was equally as good as if not a shade better than in 1939. All are optimistic concerning the fall season, which promises them a large hunk of the political business.

Local business boomed a little a year ago when the Golden Gate Exposition opened, but such was not the case this year. But the locals made up for the loss in securing other business.

From present indications national and regional spot business will be up a little for the locals over the same period last year.

Some of the largest placers of radio time in San Francisco unhesitatingly forecast a healthy fall season for radio in the Golden Gate area.

McCann-Erickson, which has the largest billings for radio time, reports that from present indications the last quarter of 1940 would surpass any other quarter of the current year in amount of air business placed through its office. Among the accounts handled by McCann-Erickson are the Northern California Ford Dealers, who plan a comprehensive spot campaign in the fall; W. P. Fuller & Co., paint manufacturers, which will use nearly 60 stations in a spot campaign starting in September; Lucky Lager Beer, using a spot campaign during the summer and remaining on during fall months.

California Packing Corp., handled by the same agency, recently completed a nationwide spot campaign, and may resume late in the fall. In addition McCann-Erickson handles the Standard Oil of California account, which shifts its two programs to Mutual on Oct. 3, and the Pacific Gas & Electric Co. *Evening Concert* two hours nightly on KYA.

Much Optimism

Other agencies placing radio were optimistic for the coming quarter. A few would not commit themselves, stating that the picture at present was neither encouraging nor discouraging. A number of the medium sized and smaller agencies handling from two to a dozen radio accounts were optimistic, however, and saw bright prospects for the autumn. Several stated they had new shows or spot campaigns in the working stage and that there was every indication they would come on the air later in the year.

While a number of agency radio executives laid emphasis on dramatized transcribed spots being very much the vogue this season, others stated the leaning for the fall was toward programs rather than live or transcribed announcements.

All in all, San Francisco radio presents a composite picture of business health with prospects of letting out a couple of notches in the belt when the "autumn feast" begins.

LOS ANGELES

By DAVID GLICKMAN

IF FORECASTS made by Pacific Coast broadcasters, agency timebuyers and station representatives on fall radio business prospects come true, the industry is in for one of its most prosperous years. The forecasts are most optimistic. National and regional radio business originating on the Pacific Coast this past year exceeded $2,000,000 and the outlook for the 1940-41 season is even brighter, according to leading West Coast agency executives and station operators. They predict an increase of between 25 and 40% over last year in spot business alone. The volume in regional network usage will also be much higher than the last year. Timebuyers and station sales managers do not expect a sudden splurge. It is their opinion that the increase will be gradual and steady. Station representatives are also of that opinion, and those "in the know" state that several important campaigns are contemplated with outlets and markets now being discussed for fall placement.

Besides the usual renewals of coast-wise shows, many new adver-

tisers have been signed for regional network time. Other prospective sponsors are inquiring into the potentialities of radio advertising. Executives of CBS, NBC and Don Lee report that time already sold and reserved on their respective networks precludes any possible slump during the coming season's high spots. This does not include politicals.

More Inquiries Than Ever

There have been more inquiries than ever before for regional network time. Some come from former users of radio, advertisers who have not used that media in recent years. Others have been spot users only, and are now planning to expand radio advertising operations with network shows. No particular trend is predicted, but it is the general opinion that West Coast sponsors using regional network time, will go in for cheaper shows this coming season, thereby cutting down production and talent costs. They show interest in compact shows, preferably the one-map type, and also audience participation programs. Others are inquiring about news broadcasts, commentaries, quiz shows and morning participation programs.

Agency folks still look to San Francisco as the spot headquarters of the Pacific Coast, but both Los Angeles and Seattle have placed a goodly share too, and will continue to do so. Practically every southern California agency of any importance has become spot conscious these past few years, and are strongly recommending that type of radio advertising to their clients. Some recommend spot to supplement network time.

While unwilling to estimate how much spot radio will be placed during the next several months, agency men contacted agree that every campaign placed from Los Angeles and Hollywood, and now in force, will continue at least through the Christmas season. What will come after that is difficult to say. Several agency executives express the belief that their clients will continue to include spot broadcasting in late fall and winter advertising schedules. Some, they say, are already planning such campaigns, and others are making inquiries, which substantiates predictions.

Some Buy More Stations

In many instances sponsors will use additional stations to increase coverage as markets are established. Other advertisers, it was stated, are seasonal users of radio time, and agency executives handling such accounts declare that a great deal of West Coast spot placement will be on short-term contracts.

The optimists declare that loss of foreign markets by manufacturers of various commodities, and food product concerns, will cause additional expenditure of advertising dollars to nourish the domestic market. Radio therefore is expected to receive its share.

Several local and regional accounts of Los Angeles and Hollywood agencies are talking spot campaigns, using one-minute live and transcribed announcements with dealer tie-in. Others are interested in quarter hour strip shows with juvenile appeal. Southern California agency men who are sold on the effectiveness of spot broadcasting stress the point that it has a number of definite advantages over network advertising, under certain merchandising conditions. They state that spot broadcasting is being successfully adapted to specific regional sales and distribution problems. Others believe that national and regional advertisers need local sales "push" to help dealers and they find it in spot schedules. Therefore this type of radio advertising will be recommended to clients for autumn campaigns. Agency executives also stress the fact that radio is in need of new ideas, originality and greater variety.

Manning in Salt Lake Tribune
"Away from it all."

For report on outlook for radio in Canada, see page 88.

1940 So Far Good

Checkup with Los Angeles area stations reveal that during the last six months business has increased from 10 to 40% over that of last year this time. From contracts on hand, it will continue at present levels. Although the first couple months of the current summer season saw a slump for many stations on the West Coast, radio as a whole held its own, picking up to an accelerated tempo in July. Station sales managers expect it to continue, thereby getting the industry on the Pacific Coast off to a good start for the 1941 season.

Department stores on the West Coast went in heavier for radio than in past years. Chain drug and furniture concerns, with several stores in the Southern California area, for the first time are using radio advertising. Some are using spot announcements for special sales. Others are concentrating on news broadcasts, while still others have gone in for commentaries and various types of quarter hour programs on local stations.

Hollywood Produces

Hollywood will continue to play an important part as a production center for network shows—both Pacific Coast programs and transcontinentals. Besides the tried and seasoned programs, there will be several new ones originating from that city. Trade paper scareheads that shout big-time radio is moving to New York are ridiculed by Pacific Coast executives of the three networks. Although advertisers are interested in cheaper shows, they still want "name" attractions and therefore must come to Hollywood for them. This consensus is based on assured and prospective business already signed for the fall season. In a survey just completed, practically every sponsor using Hollywood originating network programs have reserved their same time for the coming season.

New advertisers have also been signed, with all choice time reported "sold out" on the NBC-Red and CBS. NBC-Blue and Don Lee also announce a list of new advertisers and the renewal of old ones. By all odds these major buyers of talent and network time, according to the consensus, will continue to find Hollywood's highly exploited entertainment resources their richest advertising asset.

It has been pointed out time and time again, that as long as Hollywood talent shows continue to sell the advertiser's product, there will be buyers for these kind of programs.

Many firms which had the impetus of an early start in using radio advertising several seasons ago, and have kept constantly at it, are now reaping the harvest, with more sales and consequently increased profit. Major advertisers have steadily increased their radio budgets on the basis of results obtained. In direct relation, talent requirements have likewise risen. No other talent center in the country today has anything approaching Hollywood in resources which now have become dominantly essential to the success of network radio, agency executives here declare. While Hollywood contributed nothing new to radio this past year, the standard has improved.

DETROIT

AN IMPROVED feeling about business prospects is quite apparent in Detroit, and general expectation is for an enlargement of radio activity. However, there is yet no sign that the large-scale automotive advertisers will be on the air any more heavily this fall and winter than was the case in the same period a year ago.

Had not the war intensified, the automotive accounts might well have considered return to their substantial time buying of years past. Such buying was drastically curtailed when 1937 volume thinned in the business retreat of 1938. It expanded quietly during the latter half of 1938 and all through 1939, although spot buying was the main point of activity, rather than network programs. Meanwhile, automobile sales were improving noticeably. Feeling had been that if the climb indicated for the 1941 model season — soon to start—proved out, it would be the signal for some resumption of chain shows.

The uncertainty created by the war, however, has minimized this possibility. At this writing there is definitely no sign that the Government rearmament program will interfere with normal auto output in any manner whatsoever. But there are still enough unknowns, not only in manufacturing but in merchandising and profit margins as well, to bring the auto companies toward a policy of "doing nothing new".

However, autodom will bring a substantial amount of spot buying, from present indications, to stations during the coming two months, when 1941 models are introduced. Some introductions will be made of new cars from mid-August on, and as usual the announcement drives will be heavily bulwarked by radio copy. Complete plans are not yet formulated.

In Other Industries

Conditions pertaining to the automobile industry do not apply, however, to the more general types of accounts handled by Detroit agencies. For these the air is decidedly clear.

Account executives and advertising managers anticipate that the rearmament program and the general outlook of business will stimulate employment intensely during coming months, enlarge payrolls, and thus increase the spending power. As a result, they look for better business everywhere. The planning seems to be to make liberal use of radio in forthcoming advertising programs.

Confirmation of such general expectations may well be seen in Detroit retail advertising over radio as now scheduled. One executive pointed out that there are today probably more retail establishments using Detroit stations than ever before, although he admitted their total volume of time used might not be so large as in years past, due to schedule curtailments by a few top users. Even so, however, he pointed out that the particular "top user" stores in question have been practically off the air for a few seasons past, and are now resuming time commitments.

He also pointed out the interesting fact that many smaller stores are turning to agencies to prepare their copy programs for them, in contrast to the earlier practice of handing such work to the store's advertising departments. He interpreted this as a growing appreciation of the importance of radio and the importance of professional, radio-minded planning for use of the medium.

PHILADELPHIA

By MAURICE H. ORODENKER

THE PREVAILING war jitters to the contrary, there are positive indications on every count that Philadelphia radio will experience another "boom" year with the coming of the 1940-41 season. In spite of the fact that there have been marked decreases in advertising revenue in other media, radio here continues on the upbeat. And it's a normal upswing. There are no variables that the station sales manager or the agency timebuyer can point to. It's just that radio, as a prime advertising media, has taken deep root locally. It's no longer a question of selling radio per se to a prospective advertiser. Instead, it's a question of finding available time on the already crowded schedules to take care of the advertisers clamoring at radio's doors.

A marked indication of what the new season will bring is seen in point at one of the largest non-network stations here. Since the beginning of the year, time on the station has been at a premium, and already it has been necessary to turn down business for the fall. At the present time, the station will not accept any business for Sep-

(Continued on page 147)

Program of the 18th Annual NAB Convention

St. Francis Hotel, San Francisco, August 4-7

SUNDAY, AUG. 4

REGISTRATION (Mezzanine Balcony)

10:30 A.M.

GOLF TOURNAMENT (California Golf Club)
BROADCASTING Trophy

1 P.M.

COMMITTEE MEETINGS (Places to be announced)
Sales Managers Steering Committee
Research Committee

4 P.M.

BMI Board of Directors

4:30 P.M.

Legislative Committee

5 P.M.

Code Committee (Open to all Broadcasters)

6 P.M.

Labor Committee
Accounting Committee
Engineering Committee

4-7 P.M.

COCKTAIL PARTY (Press Club Bldg., 449 Powell St.) San Francisco Press Club

6:30 P.M.

BOARD OF DIRECTORS DINNER

MONDAY, AUG. 5

10 A.M.

BUSINESS SESSION (Colonial Ball Room)
Address of Welcome—Hon. Angelo J. Rossi, Mayor of San Francisco
President's Annual Report
Appointment Convention Committee
Secretary-Treasurer's Report
Labor, Wages and Hours—Joseph L. Miller, NAB Director of Labor Relations
Proposed amendments to By-Laws
Report of Nominating Committee on Directors-at-Large

12:30 P.M.

LUNCHEON (Colonial Ball Room)
James Lawrence Fly, Chairman, FCC, speaker, "Radio Faces the Future" (To be broadcast over CBS and MBS)

2:15 P.M.

GROUP MEETINGS
IRNA—Samuel R. Rosenbaum (WFIL) presiding
NIB—Harold A. Lafount (WCOP) presiding
National Sales Managers, station and agency representatives—Owen Uridge (WJR) presiding

4:15 P.M.

Clear Channel—Edwin W. Craig (WSM) presiding
Regional Stations—John Shepard (Yankee Network) presiding
Local Stations—John Elmer (WCBM) presiding

Exposition

All delegates will be guests of the Exposition at Folies Bergere, America-Cavalcade of a Nation and Billy Rose's Aquacade on Treasure Isand.

TUESDAY, AUG. 6

8:30 A.M.

BREAKFAST SESSIONS—NAB Staff Directors presiding
Engineering Roundtable—Lynne C. Smeby, presiding
Public Relations Roundtable—Ed Kirby, presiding
Research Roundtable—Paul F. Peter, presiding
Law Roundtable—Russell P. Place, presiding
Labor and Wages and Hours Roundtable—Joseph L. Miller, presiding

10 A.M.

BUSINESS SESSION (Colonial Ball Room)
Report of Nominating Committee
Election of Directors-at-Large (Ballot boxes open 10 A.M. to 4 P.M.)

10:05 A.M.

BROADCAST MUSIC Inc.
Neville Miller, President, BMI
Sydney M. Kaye, Vice-President and General Counsel, BMI
Merritt E. Tompkins, General Manager, BMI
Carl Haverlin, Stations Relations Director, BMI

12:30 P.M.

LUNCHEON (Colonial Ball Room)
Hon. Louis Johnson, former Asst. Secy. of War, speaker, "Sponsors of National Defense" (To be broadcast over MBS and NBC)

2:15 P.M.

BUSINESS SESSION (Colonial Ball Room)
NAB Sales Managers Division—Bureau of Radio Advertising meeting—Owen Uridge (WJR) vice-chairman, presiding

2:15 P.M.

"THE UNIT PLAN OF VOLUME MEASUREMENT — A BROADCASTER'S VIEWS"—William Scripps, Chairman, NAB Research Committee

2:30 P.M.

REPORT ON "THE UNIT PLAN OF VOLUME MEASUREMENT" — Paul F. Peter, NAB Director of Research

2:45 P.M.

ROUNDTABLE ON UNIT PLAN OF VOLUME MEASUREMENT
Representative of ANA
Representative of AAAA
Representative of NRDGA
Representative of Sales Managers

3:15 P.M.

GENERAL DISCUSSION
Unit plan of volume measurement

3:45 P.M.

VOTE
Unit plan of volume measurement

ROUNDING out two-years as the first paid president of the NAB, Neville Miller will preside over the 18th annual convention of the NAB in San Francisco Aug. 4-7. He is shown here in a new pose made exclusively for BROADCASTING just prior to leaving for the convention.

3:50 P.M.

AUDIMETER AUDIENCE MEASUREMENT
A. C. Neilsen, A. C. Neilsen Co.

6:30 P.M.

MEETING NEW BOARD OF DIRECTORS

7:30 P.M.

TELEVISION
"Apparatus Requirements for Television Stations"—Ted Smith, Manager Television Transmission Sales, TCA
"Television Station Operation and Telecast Pickups"—Harry Lubcke, Director of Television, Don Lee Broadcasting System
Television Demonstration
Roundtable Discussion on Television

WEDNESDAY, AUG. 7

8:30 A.M.

BREAKFAST SESSIONS—NAB Staff Directors presiding (Places of meetings to be announced)
Engineering Roundtable — Lynne C. Smeby, presiding
Bureau of Radio Advertising—Ed Kirby and Paul F. Peter, presiding
Law Roundtable—Russell P. Place, presiding
Labor and Wages and Hours Roundtable—Joseph L. Miller, presiding

10 A.M.

BUSINESS SESSION—Neville Miller, presiding (Colonial Ball Room)
NAB CODE SESSION — Edgar Bill (WMBD) Chairman, Code Compliance Committee, presiding
REPORT OF CODE COMMITTEE—Ed Kirby, Secretary, Code Compliance Committee
Dr. Frank Kingdon, Executive Director, Citizenship Educational Service
CODE DISCUSSION

11:05 A.M.

BUSINESS SESSION
Neville Miller, Presiding
ANNOUNCEMENT OF "THE PEABODY RADIO AWARDS FOR PUBLIC SERVICE"—Dr. John E. Drewry, Director, School of Journalism, University of Georgia

11:15 A.M.

HANDLING OF SPECIAL EVENTS
European War Coverage
Political Broadcasts
Special Events Programming
Mark Ethridge, WHAS, presiding
Herbert Hollister, General Manager, KFBI, Wichita, Kansas
A. A. Schecter, Director of News and Special Events, NBC
Paul W. White, Director of Public Affairs, CBS
Van C. Newkirk, Director Special Events, Don Lee

12:30 P.M.

LUNCHEON (Colonial Ball Room)
Auspices International News Service

2:15 P.M.

BUSINESS SESSION
Neville Miller, presiding
FM BROADCASTING—John Shepard, 3rd, President, FM Broadcasters, Inc., presiding
FM ROUNDTABLE—Paul deMars, Vice President in Charge of Engineering, Yankee Network
FM DEMONSTRATION—Radio Engineering Laboratories in cooperation with Radio Station KSFO, San Francisco

4 P.M.

BUSINESS SESSION
Reports of Committees
Unfinished Business

4:30 P.M.

EXECUTIVE SESSION—FM Broadcasters Inc. (Colonial Ball Room)

8 P.M.

ANNUAL BANQUET (California Ball Room, Treasure Island)
"Greener Pastures"—a satirical musical comedy.
Award of BROADCASTING Golf Trophy

Fly Has Busy Schedule For Pacific Coast Trip

CHAIRMAN James Lawrence Fly of the FCC, will fly part of the way to the NAB convention in San Francisco Aug. 4-7, where he is scheduled as one of the principal speakers. Arranging an active itinerary, Chairman Fly will meet in New York July 31 with the new Radio Manufacturers Association Television Systems Committee, accompanied by Chief Engineer E. K. Jett. He plans to leave for the Coast the same day, and on Aug. 3, in advance of the convention, will participate in the "Broadcasting's Day" ceremonies at the Golden Gate Exposition. While on the Coast he plans to visit Don Lee, DeForest and other television experimental operations. Chairman Fly said he would talk to the convention about matters of mutual interest, and that he was not so much interested in making coast-to-coast broadcasts about industry problems as in getting together with groups of a dozen or 15 broadcasters to talk over industry-FCC problems.

TALE OF ONE NAB DELEGATE

Alphabetical Adventures of a Transcontinental Traveler Enroute to the Coast

By C. E. MIDGLEY Jr.

THIS is not a WOR story. It is the tale of a SHEPARD WHO had tended his flocK SO long, heard the eWES Groan, the coWS Moo and the COX KROW and finally decided to go to the NAB convention. He didn't KNOW WEBER to FLY or not but finally bought a ticKUT And berth to PALEY Alto.

After leaving his forWARDing address for MALAND telegrams he got on the train. It wasn't a sloW OLd train. HoW NEW it was—a streamlined loKOMOtive and shining PULLIAM CARRs. Once on the train he WAS Hardly at ease—noW SYRious noW GARrulous. Finally one man spoKE LOw as the country grew WILDER and the trees WHIZzed by and asked him "Is that an ELMER CHERRY?" He could talK FIne about subjeKTS Around nature and soon disKLOsed his knowledge.

The second day out in KANSas the train stopped at a small toWN ACross the river. He heard a BELL ringing on a CHURCH in the GLADE. He kneW SUNday dinner WOOD soon be served in the diner and got his KOIN ready.

The next day the train stopped at ROOSEVELT DAMM and he saw hoW BIG it was. Soon they arrived at the Golden Gate and he thought it would be a GUDE idea to travel NORTON south.

After the Convention he wanted to do MORENCY more there so he went to the Fair. He had heard that the gardens were FREE and went there first because he was BROKAW wouldn't admit he had no KALE. The gardens were unusual with fertile SEARLE, not a single WEED, a row of LOUNSBERRY HEDGES surrounded by STONE and in the middle a CHRISTAL ball on a BARREL. He thought they WOOTEN be that WAY unless some HALFF-WITT CARPENTER had planned them. How he FELTIS hard to describe so he put on a WIIG, managed to DODGE the FELLOWS and started to TRAVERS the distance to Hollywood.

When he arrived there he went right to the movie studios. Three SCRIPPS were in production. One was a picture with FAY KAROL called "An UnTRAMMELed Soul". Another was a mining picture "There A'int GOULD in Them Thar HILLs". The other one was a GOLDEN HORSE-SHOE production called "AMERICA'S MONEY BELT, or, If It FITZ PATRICK It Fits COWLES."

Then he decided to take a bus to THORNBURGH or DUNVILLE. As he went to CROSS LEYhigh Avenue he WASS MERry until one little boy from a group of street GAMMONS asked him for a dime. He gave him a PATT on the head and said "All I have is COULSON you'll have to ask MYERS or SHOUSE or GILMAN." "Tell me where they are and I'll WOW 'em and WHAM 'em" the boy said.

War, ASCAP Dominate NAB's Agenda

By SOL TAISHOFF

Business-as-Usual Will Be Keynote at San Francisco; Code, Labor, Treaty to Hold Delegates Attention

REFUSING to allow conditions wrought by the warring Old World to blight normal processes in radio, the nation's broadcasters will convene in San Francisco Aug. 4-7 at the 18th annual convention of the NAB to devise means of safeguarding their welfare during the emergency period and to declare their independence in music copyright after nearly two decades of ASCAP-dictated bondage.

Despite the long haul to the Pacific Coast and the ominous forebodings of the war situation which is rapidly transforming the nation into a defensive arsenal, the convention keynote will be "business as usual" consistent with the demands of the times. There will be affirmation of the industry's pledge to the national Administration of unqualified support in the national defense planning. But to ward off any attempted grab for power by bureaucratic opportunists, which would defeat the very objective of the Government in these tense times, an integrated plan for voluntary cooperation will be formulated.

Plain Talk to Prevail

The gloves will be removed when the convention moves into such fields as copyright, self-regulation via the code route and the inroads of labor, organized and otherwise, into all phases of broadcast operations. The tempo of the convention, however, will be pitched largely to the copyright issue, with every sign now pointing to ASCAP-less music over the networks after next January 1, and the industry-owned Broadcast Music Inc. as the new supplier of radio's most important raw material. With $1,250,000 already pledged to BMI since last September, at least an equivalent amount—and possibly four times the figure—may be sought from stations to guarantee capacity operation of BMI in turning out music of sufficient quantity and quality to meet the industry's demands. Acquisition of additional catalogs, outside ASCAP's monopolistic accumulation, also is part of the planned modus operandi scheduled for convention action.

Upwards of 200 registrations of broadcasters already have passed through the NAB convention committee headquarters at the Hotel St. Francis in San Francisco. Eleventh-hour registrants are expected to swell the total to more than 300, and with the attendance of related industry groups such as network representatives, transcription producers, station representatives, equipment manufacturers, engineers, attorneys and agency men, the gross attendance may eclipse the total of some 600 at last year's convention in Atlantic City. There were nearly 400 broadcasters representing 273 member stations at the Atlantic City meeting.

While many eastern broadcasters will foresake the convention because of the transcontinental trip, increase in the NAB's membership to a new all-time high of 460 stations is expected to offset some of the lost Eastern attendance. Moreover, many West Coast stations which heretofore have found it inconvenient to attend eastern meetings will be present at the first convention west of the Rockies since the Colorado Springs meeting in 1935.

Neville Miller, first paid president of the NAB, will give the convention an accounting of his two years of stewardship as head of the vastly expanded trade association operation. It will be his third appearance before the industry as a whole. His first convention was the Atlantic City meeting in July, 1939. The special convention in Chicago last September resulted in the declaration of war against ASCAP and the formation of BMI as a going concern, and constituted his last appearance.

Emergency conditions provoked by the war have consigned to Congressional oblivion several proposed efforts to investigate radio and to saddle it with additional regulatory restraints. Instead, the whole nation has been paying tribute to the job being done by radio in its war coverage and in aiding the military and civil establishments of the Government in their defense mobilization planning. The industry, moreover, has found solace in the actions of both the Republican and Democratic conventions in drafting "free radio" planks in their campaign platforms.

Fly to Talk

The convention will hear first-hand reactions of high ranking government officials on radio and its future role. Chairman James Lawrence Fly of the FCC will be the principal speaker at the opening business session Aug. 5. Foremost proponent of the plan to create a Defense Communications Committee of Government officials, opposed in principle by many leading industry figures, the FCC chieftain is expected to seek to placate the industry and reassure it as to the future. As he has done repeatedly since the war emergency arose, he probably will say flatly that Uncle Sam has no idea of encroaching on commercial radio.

Col. Louis Johnson, who resigned as Assistant Secretary of War July 25, is on the agenda with his topic "Sponsors of National Defense". Radio's role in maintaining public morale and in assisting national defense planning by giving freely of its time for recruiting and other activities, may predominate in his message. From both principal speakers, however, can be expected the note of exercise of utmost care against possible espionage activities and use of their facilities, particularly international broadcast stations, for subversive purposes.

An unscheduled topic of fundamental importance to all radio may well be the plight of the standard broadcast reallocation provided for in the Havana Treaty adopted two years ago. FCC Chairman Fly has promised action post haste by the FCC, after publication [BROADCASTING, July 15] of the report that the treaty conceivably can go by default under its automatic time limitations, unless the FCC promulgates the allocations required under it. Unless the FCC acts affirmatively prior to the convening of the San Francisco sessions, spontaneous outbreaks on the floor, with a demand for action, can be expected.

The fact that the treaty has been ratified by the Senate, and therefore constitutes a sovereign commitment which cannot be violated by a subordinate administrative agency, unquestionably will warrant convention attention, with appropriate demands to proper places lest all the advantages of the continental reallocation be lost. Of great significance is elimination of the vexatious interference conditions precipitated by operation of outlawed high-power border stations under temporary Mexican authorizations that have continued for a decade.

Paine Plea Rejected

Copyright hits the agenda at the second day's session Aug. 6, with no holds barred. An inkling of the likely temper of this session was given in an exchange of correspondence between NAB President Miller and ASCAP General Manager John G. Paine, after the latter had suggested that an ASCAP emissary, presumably President Gene Buck, be given a place on the program to expound on ASCAP's new contract proposal. President Miller minced no words in declining the bid and in descending upon ASCAP with both feet. [See page 34 for texts of letters]. He reaffirmed his statement [BROADCASTING, July 15] that "San Francisco will be no Munich"

(*Continued on page 78*)

PRINCIPAL SPEAKERS BEFORE NAB

NATIONAL DEFENSE and radio will keynote the NAB convention in San Francisco Aug. 4-7. FCC Chairman James Lawrence Fly, in his first face-to-face meeting with the body politic of the industry since his assumption of the FCC helm last Sept. 1, has selected as his subject "Radio Faces the Future" for an address to be delivered Aug. 5. Col. Louis Johnson, formerly Assistant Secretary of War, in addressing the convention Aug. 6, will use his theme "Sponsors of National Defense".

Talks to Be Aired

ADDRESSES of FCC Chairman James Lawrence Fly and former Assistant Secretary of War Louis Johnson before the NAB convention in San Francisco will be broadcast over nationwide networks. The Fly speech on Aug. 5, will be carried over CBS and MBS 5:30-6 p.m. EST (1:30 p.m. PST), and that of Col. Johnson on Aug. 6 at the same times over NBC and MBS.

Typical Station Participations in National Radio Festival

under auspices of

NAB

Window display by WHIO, Dayton

Lobby sign at WMBG Richmond

All Connecticut's Stations joined to give radios to these essay contest winners

Window display by WHEC, Rochester

Denver stations displayed these posters in varying sizes.

Listen
while you drive
Enjoy the many hours of radio entertainment provided every day by the "AMERICAN SYSTEM OF BROADCASTING"
Visit THE STUDIOS during National Radio Festival WEEK OF MAY 19-25
Sponsored by
KVOD
KOA
KFEL
DENVER MEMBERS NATIONAL ASSOCIATION OF BROADCASTERS

Window news display of KFBK, Sacramento.

30,000 visited WCAU, Philadelphia, studios—and 5000 posed before the television camera.

Special studio show at WWL, New Orleans

Monthly Radio Business Index May Be Reinstated by the NAB

Scripps Committee Favors Plan Measuring Time Sales by Units Instead of Dollars

REINSTATEMENT of a business index for broadcasting, modernized and streamlined, under which detailed monthly analyses of broadcast advertising volume would be made available as a service to the industry, will come before the NAB membership meeting in San Francisco Aug. 6, after a year of exploratory study by the NAB Research Committee and Research Director Paul F. Peter.

Designed to supplant the former system of dollar volume measurement, which was eliminated because of constantly recurring headlines about radio rolling in wealth, the plan encompasses a unique method of unit measurement of radio advertising. Prior to submission to the convention itself, the NAB board, at a meeting scheduled for Aug. 4, will pass finally on the proposal. William J. Scripps, chairman of the research committee, will present the plan to the convention, assuming final board approval.

The board last February instructed the research committee to study the feasibility of measuring broadcast advertising volume in terms of time units and to prepare for its consideration a "workable plan" under which this data could be currently reported to the industry. It is expected that the plan, using the base of one program unit as equal to one minute of program time, will receive board approval and thus be presented to the convention as tentatively scheduled.

Practical Data Sought

The purpose is to provide data of maximum practical use to broadcasters, advertisers and prospective advertisers and agencies. It is argued that such a plan will not only aid the individual station in spotting the classifications of business where sales pressure is needed, but will also be of primary value in securing the business.

The committee which participated in drafting the plan comprises Chairman Scripps; Hugh M. Beville Jr., NBC; Arthur B. Church, KMBC, Kansas City; James D. Shouse, WLW-WSAI, Cincinnati; Dr. Frank N. Stanton, CBS; Theodore C. Streibert, WOR-MBS, and Research Director Peter.

In advocating reinstatement of the modified plan, the committee said it is surprising the extent to which advertiser executive judgment is based on what his competitor is doing or what like businesses in other parts of the country are doing in an advertising way. Whatever the underlying psychology, a pattern reaction of advertisers to broadcasting sales approach is the ready question, "How much broadcast advertising is placed by businesses like mine?"

Comparisons with other media as to advertising volume would provide information of sales value to stations, national representatives, networks and advertising agencies in establishing radio's position in the general pattern, it was held. "The establishment of industry unit volume measurement and comparisons with other media using indices and no expenditure figures", said the committee, "will correct a situation detrimental to the broadcasting industry which now exists".

Cited as an example was the re-

(*Continued on page 114*)

INS Luncheon Party

TO OBSERVE its fifth anniversary in radio as a news service, International News Service Aug. 7 will honor the broadcasting industry with a luncheon party at the St. Francis Hotel, San Francisco, NAB convention headquarters. Walter E. Moss, INS sales director in charge of radio, Joseph V. Connolly, president, and Barry Faris, editor-in-chief, will play host. Arrangements have been made to have the managers of the 10 San Francisco stations, all INS subscribers, serve as honorary hosts.

Mr. Moss

Networks to Name 3 NAB Directors; Convention Will Broaden Membership

ELECTION of nine new directors —three of them to represent the major networks as such for the first time—constitutes the scope of political electioneering scheduled for the NAB convention in San Francisco Aug. 4-7. Membership of the board, pegged at 23 since the reorganization of the association two years ago, will be increased to 26 to accommodate the NBC, CBS and MBS representatives, assuming the membership approves an amendment to the bylaws.

Two Already Elected

Under existing bylaws, each convention must elect six directors-at-large, two each representing large stations, medium stations and small stations. These directors will be selected from among 12 nominees (four for each station classification) whose names will be brought in by the 17 district directors. The elections, by ballot, are scheduled for Aug. 6.

Two new district directors already have been elected at district meetings held during the last two months, while six others whose terms were to expire with the convention have been reelected for two-year terms.

The new directors are Harrison Holliway, general manager of KFI and KECA, Los Angeles, succeeding Donald W. Thornburgh, CBS Pacific Coast vice-president, and Clarence Wheeler, vice-president and general manager of WHEC, Rochester, in place of Col. Harry C. Wilder, WSYR, Syracuse, who declined to run for re-election. Mr. Thornburgh was not a candidate because of the proposed new provision for network directors to be elected as such.

Assuming passage of the bylaws amendment authorizing network directors, it is expected that network officials close to Washington will be named, so they can be available to NAB headquarters on emergency matters. Likely selections are Frank M. Russell, NBC Washington vice-president; Harry C. Butcher, CBS Washington vice-president, and Theodore C. Streibert, MBS-WOR vice-president. They have been active in NAB affairs. Terms will be for one year.

In addition to the bylaws amendment for network directors, another amendment slated for action at the convention is one that would broaden the base of NAB active membership, to permit new commercial radio pursuits such as FM, television, and other prospective services to enjoy full membership privileges. The existing bylaws prescribe that active membership shall be limited to stations licensed within the band 550 to 1600 kc. The proposed amendment provides that the frequency band clause be deleted and that active membership shall be allowed all stations engaged in radio broadcasting. The latter term is defined as "the free dissemination to the general public, by means of electromagnetic waves, of intelligence and entertainment appealing either to the aural or visual senses or both".

District directors reelected for two year terms at recent district meetings are John A. Kennedy, WCHS, Charleston, W. Va.; Edwin W. Craig, WSM, Nashville; John E. Fetzer, WKZO, Kalamazoo; John J. Gillin Jr., WOW, Omaha; Herb Hollister, KFBI-KANS, Wichita; Eugene O'Fallon, KFEL, Denver.

Holdover district directors whose terms expire next year are Paul W. Morency, WTIC, Hartford; Clifford M. Chafey, WEEU-WRAW, Reading; W. Walter Tison, WFLA, Tampa; J. Harold Ryan, WSPD, Toledo; William H. West, WTMV, E. St. Louis; Earl H. Gammons, WCCO, Minneapolis; O. L. Taylor, KGNC, Amarillo; Howard Lane, KFBK, Sacramento; C. W. Myers, KOIN-KALE, Portland, Ore.

Directors-at-large, whose terms expire with the convention, are Harold V. Hough, WBAP, Fort Worth, and F. M. Russell, NBC, Washington, for large stations; George Norton Jr., WAVE, Louisville, and Don S. Elias, WWNC, Asheville, for medium stations; John Elmer, WCBM, Baltimore, and Harry R. Spence, KXRO, Aberdeen, Wash., small stations.

HEADQUARTERS STAFF of NAB which will direct activities at the annual convention in San Francisco, Aug. 4-7. Seated (l to r): Sam Henry Jr., Bureau of Radio Advertising; Everett Revercomb, auditor; President Neville Miller; C. E. Arney Jr., assistant to the president; Russell P. Place, counsel. Standing (l to r): Edward M. Kirby, director of public relations; Joseph L. Miller, labor relations; Lynne C. Smeby, engineering; Paul F. Peter, research; J. Robert Myers, research assistant; Arthur Stringer, promotion.

Fairs Poised for Tribute to Industry

Notables to Participate In Lauding Progress Of Broadcasting

"THIS is the American System of Broadcasting".

That network-break announcement, to be supplemented by individual station-breaks such as "of which Station XYZ is proud to be a part", will be intoned for the first time in radio's meteoric history when Broadcasting's Day is observed Aug. 3 over the biggest single network ever aligned.

The occasion will be the tribute to American broadcasting arranged by the World's Fair of New York and the Golden Gate International Exposition in San Francisco, during which identical plaques symbolic of Radio by the American Plan will be unveiled. Some 500 stations—possibly more—will carry the epoch-making program, with non-network outlets tying into NBC, CBS and MBS at 8-9 p.m. (EDST). Stephen Early, secretary to President Roosevelt, will press the button, unveiling the plaques simultaneously in New York and San Francisco.

Notables to Appear

In addition to individuals high in the official, business, religious and educational life of America, some twoscore famous stars of radio and the stage will appear in person at the expositions to participate actively in the gigantic tribute to American Radio. Coming on the eve of the NAB convention in San Francisco, Aug. 4-7, Neville Miller, NAB president, will accept the plaques in behalf of the industry. Pageants depicting radio's public service will precede the broadcast ceremonies at both fairs.

Use of the inspired "American System" station-break will be restricted in the future to industry-wide observances. The ready willingness of all segments of Government and industry to participate in the event may lead to an annual observance of Broadcasting's Day.

The plaques have been designed by Anton Refregier of New York following the theme of Walt Whitman that "The liberties of the people will be preserved so long as there are tongues to speak and ears to hear."

Another feature, to close the broadcast portion, will be the performance of an original patriotic tone poem written by Carl Haverlin, of Broadcast Music Inc., and scored by Paul Nordoff, protege of Leopold Stokowski, titled "More Perfect Union". Simultaneous singing by thousands of school children assembled on the fair grounds in New York and San Francisco of patriotic hymns, with the voices intermixed to portray the national unity achieved through American radio, also has been arranged.

Among those scheduled to participate in the tribute are FCC Chairman James Lawrence Fly, from San Franciso, where he will address the NAB Convention; William Green, president, American Federation of Labor; Mrs. Harold V. Milligan, president, National Council of Women; Dr. Walter W. Van Kirk, executive secretary, Federal Council of the Churches of Christ in America; Rabbi Jonah B. Wise; Dr. John W. Studebaker, Commissioner of Education, and Roger Baldwin, director, American Civil Liberties Union.

Famous Stars Volunteer

Famous radio names to participate, volunteering their services, are James Melton, Major Bowes, Raymond Gram Swing, San Francisco Symphony, Rudy Vallee, Kate Smith, Lowell Thomas, Francia White, Lanny Ross, Phil Cook, Alfred Wallenstein, Frank Black, H. V. Kaltenborn, Dorothy Gordon, Tommy Riggs, Howard Barlow,

(*Continued on page 111*)

NAB CONVENTION delegates who know Al Nelson, the popular general manager of KPO-KGO, San Francisco, may get invitations to a snack prepared by George M. Mardikian, here shown being appointed official chef for the NBC San Francisco stations. In a city noted for its fine eating places, Mr. Mardikian's Omar Khayam restaurants are especially esteemed by local radio executives.

President Miller Denies ASCAP Plea For Place on NAB Convention Agenda

SUGGESTION by ASCAP that one of its representatives (presumably President Gene Buck) be invited to address the NAB convention in San Francisco Aug. 4-7, to give "first-hand facts" about ASCAP, has brought from NAB President Neville Miller a vehement "No", expressed in a two-page letter in which he reviewed the grievances of the broadcasters against the music "monopoly".

The exchange of letters is seen as the opening of a new phase of the copyright battle, slated to reach its zenith as the year closes, when present industry contracts with ASCAP, based on a percentage of gross, expire. Meanwhile, broadcasters have lined up solidly behind Broadcast Music Inc., as the industry's own music reservoir, and NBC and CBS have commited themselves unalterably against a separate deal with ASCAP at its quoted terms.

General Manager John G. Paine July 8 wrote President Miller suggesting that an ASCAP speaker be placed on the NAB Program. Since President Buck is on the Coast, it was presumed Mr. Paine meant his chief. Mr. Miller, in his reply July 17, told Mr. Paine that the program had been set for weeks, and then gave his categorical reasons why the request was ill-timed and ill-convinced.

Simultaneously, the NAB sent to the industry a new booklet titled *Let's Stick to the Record*, to offset ASCAP large-scale "educational campaign" on the music question. The booklet was described as a compilation of questions and answers in explanation of the current dispute between NAB and ASCAP.

The texts of the Paine-Miller exchange follow:

The Paine Letter

The interest shown by your members in the new ASCAP contract, is keenly appreciated by this Society. It indicates to us that the entertainment, cultural, and educational values of music, and its contribution to the progress of radio, is at long last being realized.

In view of this awakened appreciation of music, I believe it will interest the members of your organization who are going to attend your forthcoming convention, to get some first-hand facts about the plans, purposes and policies of ASCAP, and its desire to contribute to the advancement of radio, particularly as they affect the public interest.

We therefore would be pleased to send a representative to San Francisco, at our expense, to address your convention.

I would greatly appreciate hearing from you at your earliest convenience, so that our speaker can be fully prepared to present a paper worthy of the importance of the occasion.

The Miller Reply

I have your letter requesting time on the NAB convention program. We appreciate your interest in our convention, and willingness to send an ASCAP representative at your expense to San Francisco, all of which confirms our opinion that the NAB convention is a most important meeting for broadcasters and will be attended by representative broadcasters from all parts of the country.

I regret that the interest of your Society in the NAB, and your recognition of the fact that it represents the radio industry, comes at such a late date. When I assumed the presidency of the NAB, I called upon you and the other officers of your Society, and did all in my power to effect a working arrangement between our two groups, so that the terms of renewal of the present contracts could be discussed by representatives of our groups on a business basis, which would have been mutually advantageous to all concerned. You will recall that I appointed a committee of broadcasters who came to your office a number of times, but our efforts were thwarted by the refusal of your president to appoint a committee to meet with the broadcasters, even though your board of directors had authorized the appointment of such a committee.

Ignored the NAB

Your present contract was drawn up behind closed doors; the broadcasters, from whom you receive approximately two-thirds of your entire revenue, were not consulted regarding its terms; and, you will recall, that when the contract was made public, the NAB was intentionally ignored, and not invited to your meeting.

However, in spite of this attitude on the part of ASCAP, the broadcasters have always been glad to extend every courtesy to your Society, and, as you know, your Mr. Claude Mills has addressed a number of our district meetings. Unfortunately, our program for this coming convention has been completed for some weeks, and due to recent developments in the radio field, our schedule is very crowded and it is impossible now to include any additional speakers.

In your letter you state that NAB members have shown an interest in the new ASCAP contract. Such interest is natural, but I am positive has been misinterpreted by ASCAP. Broadcasters have long been keenly aware of the value of music and its importance, not only to radio, but in the cultural life of our country. Broadcasters would like to be able to stimulate the creative musical interests of this country, but ASCAP's new contract is merely an attempt to perpetuate the present ASCAP monopoly, and to extract for its relatively few members the money which should be divided among all writers, according to their talents and the use of their music.

ASCAP's policy has done more to retard music progress in this country than any other factor, and broadcasters are bitterly opposed to the continuation of this policy.

Interested But Unwilling

Broadcasters are interested further in your contract because of the splendid music written by the members of your Society, and would like to continue to use this music, but they are unwilling to contribute all the funds available for the purchase of music to the comparatively few members of your Society and close the door upon the meritorious music of the many young writers who previously have been prevented by the ASCAP contract from finding an audience for their works.

Our industry at this moment pays 40 times as much for each dollar of its gross revenue as any other industry which does business with your Society, and not being content with that, you now demand we pay 80 times as much and increase our payments from approximately $4,500,000 to almost $9,000,000.

The interest of broadcasters in your contract is accompanied by the strongest condemnation of its terms, and resentment of the injustice which your Society is trying to impose upon the industry by virtue of your present monopolistic power. That interest has not caused any broadcaster to sign your contract, but rather has caused representative broadcasters, who pay over two-thirds of the money your Society receives from all broadcasters, to establish Broadcast Music Inc. as a means to introduce to the American public the meritorious music of many young writers and to give broadcasters the right to purchase music in a free competitive market the same as they purchase other requirements.

The basic principles in which broadcasters are interested were known to you at the time your new contract was drawn. I believe recognition of these principles and a more cooperative approach would have made any explanation of the contract unnecessary.

"You'll need this pin to show WHO coverage!"

● If you'll sit down a minute, Sir, and listen to a few statistics, we think we can show you some things that may greatly influence your thinking about radio coverage in Iowa.

In the first place, this big State has a total population of 2,470,900, but nary a city of as many as 175,000 souls. . . . We have *seventeen* cities between 10,000 and 170,000 population—and actually sixty-four good towns of less than 10,000! . . .

In addition, we have 967,979 people living on farms.

The only way any radio advertiser can reach a sizeable proportion of all these people at minimum cost is to use WHO—the *one* station in Iowa which has enough power to cover the State. . . . WHO is "heard regularly" in daytime by 70% of Iowa's urban people—by 86.1% of our village people—by 85.1% of our farm people. No other station is heard regularly, in Iowa, by even so much as *half* of these percentages, in any of the three categories.

That's about enough statistics for today. But there are dozens of other highly significant facts, about all phases of listening habits, in the new 1940 Iowa Radio Audience Survey, by H. B. Summers of Kansas State College. *Write* for your copy, today!

WHO

+ *for* IOWA PLUS! +

DES MOINES . . . 50,000 WATTS

J. O. MALAND, MANAGER

FREE & PETERS, INC., National Representatives

Joint Ownership of KGKO Voted

FCC Approves New Division Of Fort Worth Holdings

ACQUISITION of half interest in KGKO, Fort Worth, Tex., for $250,000, by trustees for the A. H. Belo Corp., which publishes the *Dallas News* and owns WFAA, was approved July 25 by the FCC. Under the arrangement, the *Fort Worth Star-Telegram*, which operates WBAP, retains 50% interest in KGKO, equally dividing the holdings of the Dallas-Fort Worth newspapers in both WFAA-WBAP and the Fort Worth outlet. The application involving KGKO was filed March 20.

WFAA and WBAP use a common transmitter and divide the 800 kc. clear channel as a fulltime NBC-Red outlet. KGKO, regional with 1,000 watts night and 5,000 watts day on 570 kc., is the NBC-Blue outlet for the Fort Worth-Dallas area and is the key of the Lone Star Network.

Joint Sales Plan

It is understood that, with the approval of the transfer, KGKO will be operated in conjunction with WFAA-WBAP. Unlike the new 50-50 ownership of KGKO, however, WFAA and WBAP are individually owned but the sales operation is maintained jointly. The new KGKO Broadcasting Co. will have as its president either Amon Carter, president of the *Star-Telegram* and WBAP, or G. B. Dealey, president of the Belo Corp. As approved, the transfer of 350 shares of new common stock was to G. B. Dealey, E. M. Dealey, J. M. Moroney and M. M. Donosky, all *Dallas News* executives.

Under the operating plans, a new sales organization will be established, to be headed by Martin B. Campbell, general manager of WFAA, who is expected to serve as general sales manager of both the Red and Blue network operations. Harold V. Hough, general manager of WBAP and KGKO and circulation manager of the *Star-Telegram*, is the executive of the Fort Worth operations and will continue as managing director of the new operating structure.

It is expected that Alex Keese, assistant to Mr. Campbell, will become manager of WFAA. George Cranston, general manager of KGKO, is slated for the management of WBAP.

Mr. Carter purchased half interest in the WFAA transmitter, near Grapevine, Tex., for WBAP several months ago, after which negotiations were entered into for sale of half interest in KGKO to the *Dallas News* interests. WFAA and WBAP have shared time virtually since they began operations in 1922.

GENERAL FOODS Corp., New York (Jell-O), on July 7 signed a 52-week contract renewal, allowing for a 13-week hiatus for the *Jack Benny* program, which returns Oct. 6 to 93 NBC-Red stations, Sundays, 7-7:30 p.m. New contract runs through June 29, 1941. Young & Rubicam, New York, is the agency.

Reviews of NAB departmental activities during last year will be found on pages 142-147.

PLAQUE DEDICATED TO FREE RADIO

PLAQUE TRIBUTE

Identical Symbols Will Be Unveiled at Fairs

SYMBOLIC of a free American radio is the plaque (above) to be unveiled Aug. 3 as the first national tribute to the tradition of the broadcaster. Identical plaques will be dedicated in ceremonies at the New York and San Francisco World's Fairs during observance of Broadcasting's Day. Stephen Early, secretary to the President, in the name of the chief executive, will officiate by remote control from Washington.

The plaque shows the American broadcaster (closest to the microphone) whose devotion to freedom of speech has behind it the nation's tradition of a free American democracy, represented on the plaque by the heads of Lincoln, Washington, Patrick Henry, Thomas Jefferson and Benjamin Franklin. Everything for which radio stands today (in this country) expresses what these statesmen fought and were willing to die for—a free American democracy.

The artist is Anton Refregier, a young American painter and sculptor with exhibits in all major national museums and at the World's Fair in New York. The plaque is of bronze against a walnut background, with gold leaf inscription from Walt Whitman, reading: "I say there can be no safety for these states . . . without free tongues and ears willing to hear the tongues." The dedication is "to a Free Radio in the Public Interest."

Radio's Gridiron

WHAT MAY be the forerunner of an annual radio skit, during which industry figures and events will be lampooned, following the pattern of the famed Gridiron Dinners of Washington newsmen, will be presented at the NAB banquet in San Francisco Aug. 7. Titled "The Greener Pastures", the burlesque was written by J. Kenneth Jones, until recently publicity director of the Federal Radio Education Committee, in collaboration with Ed Kirby, NAB public relations director. It will be presented under the auspices of the Do-Do Club, organized two years ago by Lambdin Kay, WSB, Atlanta, made up of broadcasters of "ancient vintage". The elaborate presentation will employ a professional cast, and will be directed and produced by Mr. Jones.

AUGUSTA, ROANOKE GET NEW LOCALS

For other grants, see page 72

TWO NEW local stations, both identified with newspaper ownership, were authorized for construction by the FCC in decisions announced July 25. They will be located in Augusta, Ga., and Roanoke, Va.

The Augusta grant was to Twin States Broadcasting Co. and covered 250 watts fulltime on 1210 kc. Officers and stockholders, each holding one-third interest, are F. Frederick Kennedy, president, an attorney and part owner of the local Battery Tool Corp.; Glenn R. Boswell, secretary-treasurer, publisher of the *August Herald;* Millwee Owens, vice-president, editor of the *Augusta Herald.* J. B. Fugua has resigned as chief engineer of WCSC, Charleston, S. C., to become general manager of the new Augusta station.

The Roanoke grant, to Roanoke Broadcasting Corp., covered a new 250-watt outlet on 1500 kc. Officers and stockholders are Paul C. Buford, president, who is president of Shenandoah Life Insurance Co., which would hold 20% of the stock; Edward A. Allen, vice-president, owner of WLVA, Lynchburg, 13 1/3%; Philip P. Allen, manager of WBTM, Danville, 13 1/3%; Henry E. Thomas, secretary, vice-president of the Shenandoah Life Insurance Co.

The Allens' Lynchburg Broadcasting Co., which controls WLVA and owns 49% of WBTM, holds another 13 1/3% in the Roanoke company. J. P. Fishburn Jr., publisher of the *Roanoke Times & World-News* and operator of WDBJ, Roanoke, while not an officer, holds the remaining 40% of the company's stock.

Riverside, Cal., Grant Recalled for Hearing

WHAT is seen as a possible new test of the newspaper ownership issue was the sudden action of an FCC board July 26 in reconsidering its July 17 grant of a new local station, 250 watts on 1420 kc., to Riverside Broadcasting Co., Riverside, Cal. The Commission acted on its own motion and set aside its previous grant [see earlier story on page 72] on the basis of "new facts". Acting were Chairman Fly and Commissioners Walker and Thompson.

The Riverside Broadcasting Co. application was ordered set for hearing simultaneously with two conflicting applications — those of Broadcasting Corp. of America, seeking 1,000 watts fulltime on 1390 kc., and Mollin Investment Co., seeking 500 watts daytime on 1390 kc., both in Riverside.

Riverside Broadcasting Co. had as its officers and stockholders the following: Richard T. Sampson, chief engineer of KAWM, Gallup, N. M., president, 2½% stockholder and subscriber for an additional 47½%; James K. Guthrie, musician, vice-president, 15%; Howard H. Hayes, tourist auto service owner and director of the *Riverside Enterprise* and *Press*, 15%; W. Harry Hammond, published of the *Riverside Enterprise* and *Press*, 15%; J. C. and E. W. Lee, co-owners of KFXM, San Bernardino, 5%.

SHOWMANSHIP WINS DETROIT'S BILLION DOLLAR AUDIENCE!

This year individuals in the Detroit and WXYZ market will be paid over a billion dollars. We know that they respond to and applaud good showmanship.

That's been proved time and again by the success gained by radio productions originated by the WXYZ organization. Advertisers applaud this response because of sales gains that mean profits.

This unique combination is offered at the Lowest Radio Dollar Rate in Detroit.

WXYZ

KEY STATION OF MICHIGAN RADIO NETWORK
5000 WATTS *Daytime* . . . 1000 WATTS *Nighttime*
Basic Detroit Outlet for NBC Blue Network

National Sales Representative, PAUL H. RAYMER CO.

Thurman Arnold Takes Over Government's ASCAP Case

Asks Detailed Data From Stations and Other Copyright Users on Relations With Society

GOING into high gear in its anti-trust action against ASCAP after five years of slumber on the Federal court dockets, Assistant Attorney General Thurman Arnold, trust-busting executive of the Department of Justice, is personally taking a hand in the current proceedings.

Leading industry figures conferred with Mr. Arnold for an hour July 26 in connection with the litigation. Participating were NAB President Neville Miller, Niles Trammell, NBC president; Edward Klauber, CBS executive vice president; Alfred J. McCosker, chairman of the board of MBS; John J. Burns, CBS attorney and director, and Sydney M. Kaye, vice president and general counsel of Broadcast Music Inc.

Beyond the observation that the conference was "entirely satisfactory", Mr. Miller made no comment. No word was forthcoming from the Department. It is presumed, however, that the conference centered around the newly-instituted procedure against ASCAP and that in behalf of the industry the Assistant Attorney General was advised that the questionnaire data sought would be filed as fully and as expeditiously as possible.

Would Speed Case

Apparently anxious to speed the Department's case, Mr. Arnold on July 18 personally dispatched to all stations a questionnaire seeking detailed information on dealings of stations with ASCAP and other copyright organizations and delving into all other music contractual aspects of broadcasting.

"The information acquired by means of this questionnaire," Mr. Arnold stated, "will be used by the Department in an endeavor to ascertain whether or not your business and that of other broadcasters has been subjected to unreasonable restraints imposed by any combination of owners of copyrighted music. All documents supplied by you in response to this questionnaire will be preserved and returned to you when they have served their purpose."

Letters and questionnaires also were dispatched by Mr. Arnold to music publishers, hotels, motion picture exhibitors and other copyright users. The quest for information by questionnaire follows submission to the Department by ASCAP of files and records which had been requested in criminal proceedings instituted in New York by the Department after ASCAP repeatedly had refused to supply it.

After a motion to quash the Government's subpoena had been denied in the Federal District Court in New York [BROADCASTING, June 15, July 1, July 15], ASCAP supplied the information voluntarily. ASCAP has been informed in no uncertain terms, it is reliably reported, that the Department intends to pursue the five-year-old anti-trust suit pending before the New York Court, or perhaps even institute criminal proceedings.

Victor Waters, special assistant to the Attorney General, has been in immediate charge of the ASCAP case, reporting, however, to the Assistant Attorney General. It is understood he is making a thorough analysis of the ASCAP data. Presumably the precise course of action will not be decided upon until the results of the questionnaire analysis are ascertained.

Questions Asked

Questions asked of stations, regarding ASCAP cover such matters as form of contract, blanket licenses, threatened infringement suits, hotels, motion picture exhibitors, dance halls or others who have been sued or have received threats of litigation from ASCAP; number of tunes ASCAP claims to control; other interrogatories designed to ascertain whether ASCAP has claimed a monopoly, restrained trade, or has otherwise contravened the statutes.

Other questions relate to network affiliation, and whether such outlets were required, contractually or otherwise, to have ASCAP licenses; newspaper form of contract; negotiations through NAB for ASCAP licenses, and the like.

The final questions go to the ASCAP requirement that a percentage of station revenue derived from programs irrespective of whether ASCAP music is performed, must be paid as a license fee. Stations are asked whether radio artists, musicians or orchestras have received requests or instructions from ASCAP or its representatives that they refrain from performing non-ASCAP music.

SUCCESS of the weekly half hour *Burns & Allen Show* is in the hands of this capable crew of radio executives and artists. They are: Top (l to r), Dave Elton, NBC Hollywood director; Wayne Griffin, BBDO producer of the series; Jack Smalley, Hollywood manager of the agency; lower, George Burns, Gracie Allen, featured comedians; and Artie Shaw, musical director. Program is sponsored by George A. Hormel & Co. (Spam), on 62 NBC-Red stations, Mondays, 7:30-8 p. m. (EDST).

Do Your Music Shopping Now . . . Without ASCAP

(An Editorial)

BROADCASTERS have within their grasp complete victory in the attack of organized music upon radio, which harks back 17 years. ASCAP, after an uninterrupted sway of totalitarian rule of Tin Pan Alley, which it seeks to perpetuate, now for the first time is on the defensive.

Complete victory may not be easy, but it definitely can be achieved if broadcasters, their clients and the advertising agencies do not yield to the pressure sure to come from the ASCAP quarters and its satellite operations. Broadcast Music Inc., flanked by independently owned catalogs available for radio *can* supply radio's demands after ASCAP contracts expire Dec. 31.

Fears are expressed in some station quarters that the networks might "run out" on BMI, and sell the independents "down the river". The networks are on record, in strong and forthright statements by Niles Trammell, NBC president, and Paul W. Kesten, CBS vice-president, urging their advertisers and agencies to help in the battle by planning to get along without ASCAP music. They have made unequivocal statements to their affiliates.

And other things have happened. The move to ban performances of phonograph records over stations, which may or may not have had ASCAP origin, has fallen flat with the opinion of the U. S. Circuit Court of Appeals in the Whiteman-RCA-WNEW case. Performing artists and record manufacturers have no right to collect royalties once the record is sold, says the court. AFM, which admittedly had an ASCAP tiein, is disposed to deal somewhat more equitably, at this moment in any event.

ASCAP makes a grandiose gesture by having no less a figure than Elliott Roosevelt, as president of the Texas State Network, sign the first contract renewal. That obvious sort of byplay may be all right for public consumption, but it certainly won't draw anything more than a rousing Bronx cheer from the industry. Elliott has been at loggerheads with the industry too long on too many issues to make any lasting impression in playing ASCAP's game.

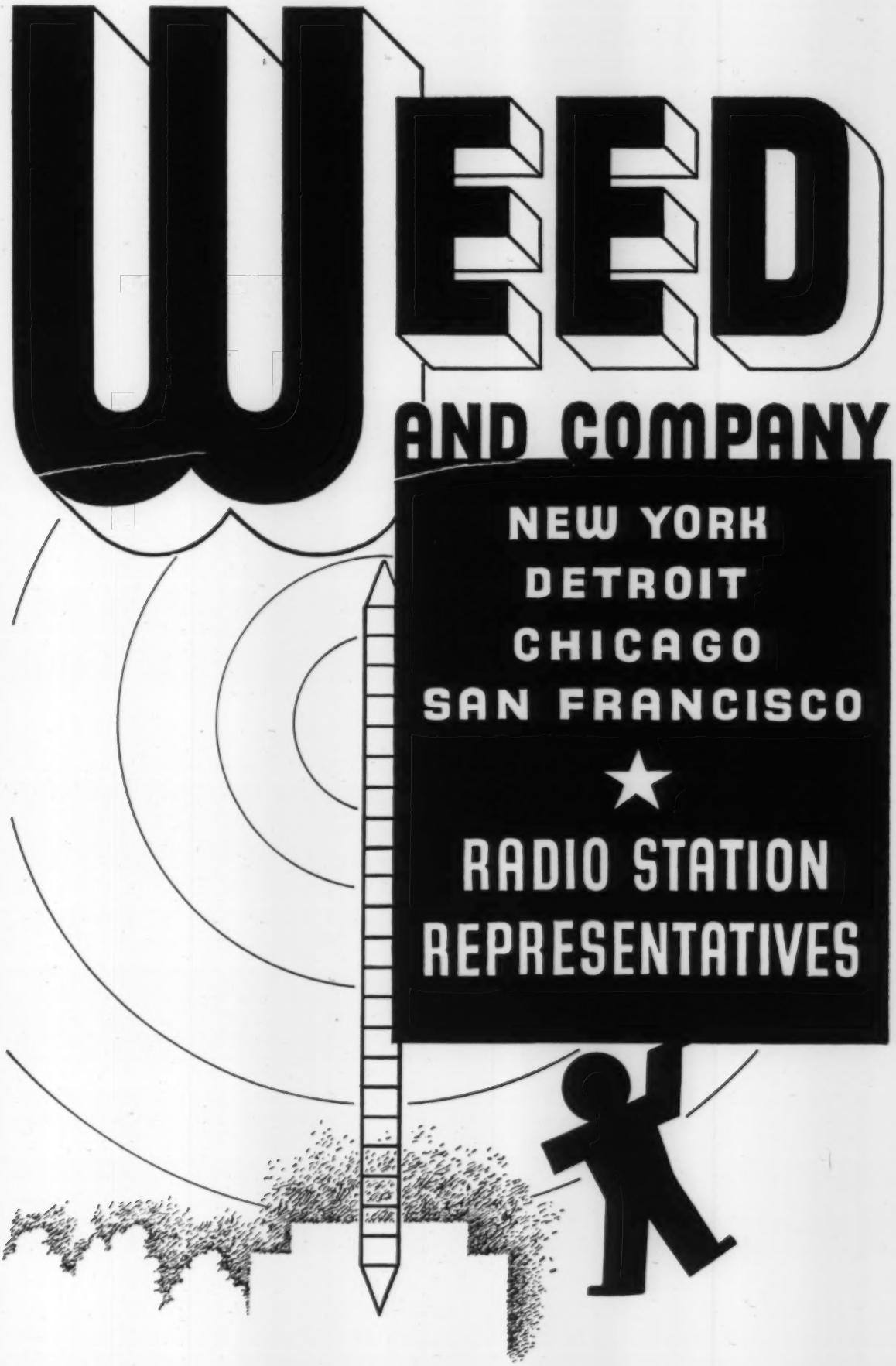
Trust-busting Assistant Attorney General Thurman Arnold has taken over active direction of the Government's anti-monopoly suit against ASCAP. For five-years broadcasters have helped ASCAP thwart the Department's efforts by a lackadaisical, non-cooperative attitude. The Department has sent to stations questionnaires eliciting information on ASCAP dealings. It is the duty of every broadcaster to supply that information, however meagre it may be. It is the duty of every broadcaster to write to the Attorney General, either directly or via his closest Congressional representative, expressing his views on the ASCAP holdup.

In five months present ASCAP contracts expire. Much will happen in the interim. Broadcasters have but to play heads-up ball to make it happen *their* way, and fix ASCAP's status as a seller of music in what for the first time can be a competitive market for radio's essential raw material.

HAMMOND DEVICE AUGMENTS PIANO

SOLOVOX, a new electronic musical instrument, has been invented by Laurens Hammond, inventor of the Hammond electric organ and Novachord. The instrument, designed to augment piano music, incorporates an auxiliary keyboard of three octaves with miniature keys, attached by thumbscrews to the underside of the piano keyboard. The Solovox keys are slightly below the level of the piano keys, and the fingers of one hand can span both keyboards.

The Solovox is claimed to add "singing voices" like orchestral instruments to the tones of the piano. The player carries the melody on the Solovox with the right hand as the left accompanies on the piano. A slim tone cabinet is attached inconspicuously beneath a grand piano or set alongside a vertical model. Costing under $200, the Solovox apparatus includes 14 standard radio tubes.


WEED
AND COMPANY
NEW YORK
DETROIT
CHICAGO
SAN FRANCISCO
RADIO STATION
REPRESENTATIVES

FCC Finds Net Time Sales of 130 Million

11% Increase for Year Shown in Analysis

See pages 118-119 for Analysis of 1939 Broadcast Station Revenues by Regions and States: FCC Report Covering 519 Stations.

CONFIRMING to a surprising degree the estimates made by BROADCASTING last February, the FCC July 23 announced that net time sales of practically the entire broadcasting industry for the calendar year 1939 amounted to $129,968,026, or about 11% more than the preceding calendar year, based on an official analysis of data submitted by networks and stations.

The estimates made by BROADCASTING, as published in its 1939 *Yearbook* Feb. 1, were $130,800,000, or approximately 12% ahead of the preceding year.

In virtually all net time sales categories, the FCC official figures varied less than a percentage point or two from the BROADCASTING estimates, made by Dr. Herman S. Hettinger, associate professor of marketing, University of Pennsylvania. Dr. Hettinger, BROADCASTING'S consulting economist, in using the more conventional figure of gross time sales, which is comparable with figures of other advertising media, arrived at a total of $171,000,000, or an increase of 14% over 1938. The FCC analysis, if projected on a gross basis, it was stated authoritatively, would result in approximately the same figure.

Increased Expenses

The official figures were compiled by the Commission's Accounting, Statistical & Tariff Department on the basis of reports from the three major networks and 705 stations, including those owned, managed or operated by the networks. Despite the increase in volume, the FCC found that expenses skyrocketed, due to increased items of overhead.

Total broadcast expenses of the industry for 1939 were given as $100,043,920, as against $92,503,594 for the previous year, or an increase of about 8%. Networks and their 23 affiliated stations had 54.1% of the total business last year, but their proportion of the net business, after deduction of commissions and payments to affiliates, was given as 38.2%. The proportion of the 682 other stations was 61.8%, according to the FCC. Time sales last year resulted in agency commission payments totaling $17,405,414, as against $16,487,200 for 1938.

The FCC concluded, based on its analysis, that the three major networks (NBC, CBS and MBS) had earned incomes (before Federal tax and similar fiscal items) of $5,631,228 or about 24% of the total earned income figure for the industry. The 23 managed, owned or operated stations had incomes of $5,428,924 — nearly approximating that of the networks — which amounted to 23% of the total. Net income, computed on the same basis, of the 682 other stations, was $12,777,792, or about 53% of the total.

All branches of business — network, national and regional spot and local—while ahead of 1938, nevertheless maintained their relative positions percentagewise as to the total for the industry. The FCC's tabulation was as follows:

	1939		1938	
Class of Time	*Amount*	*Ratio to total %*	*Amount*	*Ratio to total %*
Major network time (U. S.)	$61,310,571	47.3	$55,114,258	47.0
National non-network time	30,472,053	23.4	28,109,185	23.9
Local time	37,315,774	28.7	33,402,801	28.5
Regional network time	869,628	0.6	753,215	0.6
Total	$129,968,026	100.0	$117,379,459	100.0

Of the aggregate number of stations reporting, there were 186 which had revenue for the year totaling less than $25,000—an increase of 11 over the preceding year. These stations had total sales of $2,724,807, as against $2,520,026 for 175 in 1938.

The FCC analysis disclosed that while 1939 net times sales were only 11% ahead of the preceding year, and while expenses increased about 8%, the earned incomes of all stations showed an increase of about 25%. The 1939 total of what the FCC calls "Broadcast Service Income" was $18,206,716, as against the 1938 total of $14,505,338. For the industry as a whole, including the major networks, the 1939 total earned income was given as $23,837,944. This compared with a total of $18,854,784—an increase of $4,983,160, or 26%.

In addition to the domestic network business of $61,310,571, the FCC stated they realized $1,311,118 for network business placed over Canadian and other extra territorial stations, making their grand total $62,321,689.

H. D. COLLIER, since 1931 vice-president of Standard Oil Co. of California, San Francisco, has been elected president. He succeeds the late W. H. Berg, who died in June.

1939 Combined Income Statement of U. S. Broadcasters

(FCC Report Covering Three Major Networks and 705 Standard Broadcast Stations)

Item (Col. 1)	Networks (Col. 2)	Broadcast Stations: 23 Managed and operated stations [1] (Col. 3)	Broadcast Stations: 682 Other stations (Col. 4)	Broadcast Stations: Total 705 stations (Col. 5)	Grand total (Col. 6)
A. REVENUE FROM THE SALE OF TIME					
Revenue from the sale of station time:					
(1) Network—					
Sale of station time to networks and stations					
Sale of station time to major networks	.....	$5,791,030	$16,709,911	$22,500,941	
Sale of station time to regional networks	.....	.....	1,139,244	1,139,244	
Sale of station time to other networks and stations	.....	.....	473,943	473,943	
Total sale of station network time	.....	5,791,030	18,323,098	24,114,128	
(2) Non-network (before commissions)—					
Sale of station time to advertisers or sponsors (including their agencies)					
Sale of station time to national and regional advertisers or sponsors	.....	5,667,105	24,804,948	30,472,053	
Sale of station time to local advertisers or sponsors	.....	3,031,217	[2] 34,284,557	37,315,774	
Total sale of station non-network time	.....	8,698,322	59,089,505	67,787,827	
Total sale of station time	.....	14,489,352	77,412,603	91,901,955	
Revenue from the sale of network time:					
(3) Network—					
Sale of network time to advertisers	$61,599,851				
Sale of other network time	1,921,838				
Total sale of network time	62,621,689				
Total sale of network and station time	62,621,689	14,489,352	77,412,603	91,901,955	
(4) Deduct—					
Portion of sales of network time paid to networks and stations	[3] 23,812,059	5,451	738,108	743,559	
Balance, before commissions	38,809,630	14,483,901	76,674,495	91,158,396	$129,968,026
Commissions to regularly established agencies, representatives, brokers, and others	[4] 9,277,959	1,228,609	6,898,846	8,127,455	17,405,414
Balance, amount retained from sale of network and station time	29,531,671	13,255,292	69,775,649	83,030,941	112,562,612
B. REVENUE FROM INCIDENTAL BROADCAST ACTIVITIES (after deduction for commissions :					
Talent:					
Sale of talent under contract to, and in the pay of, networks and stations	1,150,928	879,535	3,644,684	4,524,219	5,675,147
Commissions, fees, and profits from obtaining or placing talent	1,009,260	27,527	82,735	110,262	1,119,522
Sundry broadcast revenues	2,199,359	459,096	1,866,128	2,325,224	4,524,583
Total revenue from incidental broadcast activities	4,359,547	1,366,158	5,593,547	6,959,705	11,319,252
Total broadcast revenues	33,891,218	14,621,450	75,369,196	89,990,646	123,881,864
C. TOTAL BROADCAST EXPENSES OF NETWORKS AND STATIONS	28,259,990	9,192,526	62,591,404	71,783,930	100,043,920
D. BROADCAST SERVICE INCOME	5,631,228	5,428,924	12,777,792	18,206,716	23,837,944

[1] Stations licensed to major networks, and those licensed to others but managed by major networks as to programs, time, or sales. One station less after November 27, 1939.

[2] Since stations with revenue of less than $25,000 for the year were not required to report details, this figure may include some amounts for national and regional non-network business and some amounts for network business. However, the greater portion of the revenue for these stations is from time sold to local users.

[3] This amount does not agree with the amount shown in column 5 as sales to major networks, since it includes amounts paid to Canadian and other extra-territorial stations and to other networks.

[4] Applicable to the total sale of network time, $62,621,689.

FCC REPORT ON 1939 BROADCAST INCOME OF STATIONS

By Class and Network Affiliation

Item (1)	Clear Channel: 50,000 Watts, Unlimited[4] (2)	Clear Channel: 50,000 Watts, Part-time (3)	Clear Channel: 5,000 to 25,000 Watts, Unlimited[3] (4)	Clear Channel: 5,000 to 25,000 Watts, Part-time[4] (5)	Regional: Unlimited (6)	Regional: Limited and Day (7)	Regional: Part-time (8)	Local: Unlimited (9)	Local: Day and Part-time (10)	Total (11)
Stations Serving as Outlets for Major Networks										
Stations with time sales of $25,000 or more:										
Number of stations	33	4	19	5	174	14	12	96	4	361
Revenues from the sale of station time:										
To major networks	$10,170,247	$366,140	$1,532,042	$62,155	$9,382,520	$57,364	$449,500	$476,318	$4,655	$22,500,941
To regional networks	46,977	10,020	32,638	.....	860,152	9,279	8,445	127,765	12,674	1,107,950
To other networks	18,778	29,338	6,854	5,965	153,869	18,117	6,123	21,708	210	260,962
To stations	65,131	.....	18,905	.....	92,583	.....	.....	19,625	.....	196,244
Total sale of chain broadcast time	10,301,133	405,498	1,590,439	68,120	10,489,124	84,760	464,068	645,416	17,539	24,066,097
To national and regional users	12,981,329	1,116,162	1,787,769	341,201	9,948,002	209,775	462,153	750,491	20,647	27,617,529
To local users Sale of other station time	4,149,408	181,709	1,426,536	226,337	13,331,992	844,497	588,300	4,200,298	118,831	25,067,908
Total sale of local broadcast time	17,130,737	1,297,871	3,214,305	567,538	23,279,994	1,054,272	1,050,453	4,950,789	139,478	52,685,437
Total sale of station time	27,431,870	1,703,369	4,804,744	635,658	33,769,118	1,139,032	1,514,521	5,596,205	157,017	76,751,534
Deductions from the sale of station time:										
Payments to networks and stations (from sale of time)	252,454	678	24,983	857	311,613	18,288	18,726	69,501	4,687	701,787
Commissions to regularly established agencies	2,407,758	90,483	382,314	45,193	2,241,818	66,558	80,754	130,909	2,667	5,448,384
Commissions to representatives and brokers	572,078	62,193	125,716	21,334	866,566	14,059	45,353	61,988	468	1,769,755
Total deductions from sale of station time	3,232,290	153,354	533,013	67,314	3,419,997	98,905	144,833	262,398	7,822	7,919,926
Balance, net time sales	24,199,580	1,550,015	4,271,731	568,344	30,349,121	1,040,127	1,369,688	5,333,807	149,195	68,831,608
Revenues from incidental broadcast activities:										
Talent:										
Sales	1,916,619	160,329	152,628	36,733	1,531,452	53,303	56,169	75,850	.....	3,983,083
Commissions, fees, and profits from obtaining or placing talent	87,405	.....	2,396	.....	9,645	317	838	6,375	.....	106,976
Sundry broadcast revenues	851,542	47,893	111,989	22,318	858,461	6,327	34,661	129,777	.....	2,062,968
Total revenues from incidental broadcast activities	2,855,566	208,222	267,013	59,051	2,399,558	59,947	91,668	212,002	.....	6,153,027
Total broadcast revenues	27,055,146	1,758,237	4,538,744	627,395	32,748,679	1,100,074	1,461,356	5,545,809	149,195	74,984,635
Expenses:										
Technical	3,485,524	209,341	740,522	100,100	4,148,281	157,742	179,084	774,116	23,738	9,818,448
Program	7,377,439	611,831	1,333,326	188,162	9,377,162	392,393	374,937	1,580,880	43,967	21,280,097
Sales, advertising, promotion, and publicity	1,740,220	143,735	439,680	69,696	3,493,978	163,523	183,337	772,541	23,946	7,030,656
General and administrative	5,076,862	391,999	1,249,371	180,106	9,314,993	326,486	427,615	1,848,388	40,923	18,856,743
Total broadcast expenses	17,680,045	1,356,906	3,762,899	538,064	26,334,414	1,040,144	1,164,973	4,975,925	132,574	56,985,944
Broadcast service income	9,375,101	401,331	775,845	89,331	6,414,265	59,930	296,383	569,884	16,621	17,998,691
All commercial stations:										
Number of stations	33	4	19	5	177	14	16	125	4	397
Broadcast revenues	$27,055,146	$1,758,237	$4,538,744	$627,395	$32,814,648	$1,100,074	$1,520,084	$6,069,069	$149,195	$75,633,492
Broadcast expenses	17,680,045	1,356,906	3,762,899	538,064	26,420,795	1,040,144	1,239,272	5,548,619	132,574	57,719,318
Broadcast service income	9,375,101	401,331	775,845	89,331	6,393,853	59,930	281,712	520,450	16,621	17,914,174
Stations Not Serving as Outlets for Major Networks[5]										
Stations with time sales of $25,000 or more:										
Number of stations	.....	.....	.....	.....	24	42	12	69	11	158
Revenues from the sale of station time:										
To major networks	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....
To regional networks	.....	.....	.....	.....	$23,390	$7,904	.....	.....	.....	$31,294
To other networks	.....	.....	.....	.....	384	.....	.....	$4,995	.....	5,379
To stations	.....	.....	.....	.....	4,740	.....	.....	6,618	.....	11,358
Total sale of chain broadcast time	.....	.....	.....	.....	28,514	7,904	.....	11,613	.....	48,031
To national and regional users	.....	.....	.....	.....	1,017,310	945,733	$410,946	444,776	$35,759	2,854,524
To local users Sale of other station time	.....	.....	.....	.....	2,149,442	2,213,373	1,303,468	3,352,405	504,371	9,523,059
Total sale of local broadcast time	.....	.....	.....	.....	3,166,752	3,159,106	1,714,414	3,797,181	540,130	12,377,583
Total sale of station time	.....	.....	.....	.....	3,195,266	3,167,010	1,714,414	3,808,794	540,130	12,425,614
Deductions from the sale of station time:										
Payments to networks and stations (from sale of time)	.....	.....	.....	.....	32,701	47	1,873	7,151	.....	41,772
Commissions to regularly established agencies	.....	.....	.....	.....	259,788	191,994	151,034	66,731	13,041	682,588
Commissions to representatives and brokers	.....	.....	.....	.....	49,172	66,633	17,674	92,791	458	226,728
Total deductions from sale of station time	.....	.....	.....	.....	431,661	258,674	170,581	166,673	13,499	951,088
Balance, net time sales	.....	.....	.....	.....	2,853,605	2,908,336	1,543,833	3,642,121	526,631	11,474,526
Revenues from incidental broadcast activities:										
Talent:										
Sales	.....	.....	.....	.....	365,721	99,308	44,250	29,388	2,469	541,136
Commissions, fees, and profits from obtaining or placing talent	.....	.....	.....	.....	782	529	1,462	490	23	3,286
Sundry broadcast revenues	.....	.....	.....	.....	111,698	55,808	33,868	60,002	880	262,256
Total revenues from incidental broadcast activities	.....	.....	.....	.....	478,201	155,645	79,580	89,880	3,372	806,678
Total broadcast revenues	.....	.....	.....	.....	3,331,806	3,063,981	1,623,413	3,732,001	530,003	12,281,204
Expenses:										
Technical	.....	.....	.....	.....	461,164	452,037	242,939	531,242	91,512	1,778,894
Program	.....	.....	.....	.....	1,304,801	989,249	516,090	1,262,669	156,573	4,229,382
Sales, advertising, promotion, and publicity	.....	.....	.....	.....	462,493	468,336	250,475	508,386	95,359	1,785,049
General and administrative	.....	.....	.....	.....	1,137,663	988,992	532,555	1,285,708	150,008	4,094,926
Total broadcast expenses	.....	.....	.....	.....	3,366,121	2,898,614	1,542,059	3,588,005	493,452	11,888,251
Broadcast service income	.....	.....	.....	.....	*d* 34,315	165,367	81,354	143,996	36,551	392,953
All commercial stations:										
Number of stations	.....	.....	.....	.....	29	59	16	164	40	308
Broadcast revenues	.....	.....	.....	.....	$3,422,784	$3,302,609	$1,688,854	$5,040,288	$902,619	$14,357,154
Broadcast expenses	.....	.....	.....	.....	3,449,286	3,198,224	1,617,056	4,940,070	859,976	14,064,612
Broadcast service income	.....	.....	.....	.....	*d* 26,502	104,385	71,798	100,218	42,643	292,542

(Continued on next page)

FCC REPORT ON 1939 BROADCAST INCOME OF STATIONS

By Class and Network Affiliation

(*Continued from page 41*)

Item (1)	Clear Channel: 50,000 Watts, Unlimited[1] (2)	Clear Channel: 50,000 Watts, Part-time (3)	Clear Channel: 5,000 to 25,000 Watts, Unlimited[2] (4)	Clear Channel: 5,000 to 25,000 Watts, Part-time[4] (5)	Regional, Unlimited (6)	Regional, Limited and Day (7)	Regional, Part-time (8)	Local, Unlimited (9)	Local, Day and Part-time (10)	Total (11)
All Commercial Stations										
Stations with time sales of $25,000 or more:										
Number of stations	33	4	19	5	198	56	24	165	15	519
Revenues from the sale of station time:										
To major networks	$10,170,247	$366,140	$1,532,042	$62,155	$9,382,520	$57,364	$449,500	$476,318	$4,655	$22,500,941
To regional networks	46,977	10,020	32,638	.....	883,542	17,183	8,445	127,765	12,674	1,139,244
To other networks	18,778	29,338	6,854	5,965	154,253	18,117	6,123	26,703	210	266,341
To stations	65,131	.....	18,905	.....	97,323	.....	.....	26,243	.....	207,602
Total sale of chain broadcast time	10,301,133	405,498	1,590,439	68,120	10,517,638	92,664	464,068	657,029	17,539	24,114,128
To national and regional users	12,981,329	1,116,162	1,787,769	341,201	10,965,312	1,155,508	873,099	1,195,267	56,406	30,472,053
To local users / Sale of other station time	4,149,408	181,709	1,426,536	226,337	15,481,434	3,057,870	1,891,768	7,552,703	623,202	34,590,967
Total sale of local broadcast time	17,130,737	1,297,871	3,214,305	567,538	26,446,746	4,213,378	2,764,867	8,747,970	679,608	65,063,020
Total sale of station time	27,431,870	1,703,369	4,804,744	635,658	36,964,384	4,306,042	3,228,935	9,404,999	697,147	89,177,148
Deductions from the sale of station time:										
Payments to networks and stations (from sale of time)	252,454	678	24,983	857	344,314	18,335	20,599	76,652	4,687	743,559
Commissions to regularly established agencies	2,407,758	90,483	382,314	45,123	2,501,606	258,552	231,788	197,640	15,708	6,130,972
Commissions to representatives and brokers	572,078	62,193	125,716	21,334	915,738	80,692	63,027	154,779	926	1,996,483
Total deductions from sale of station time	3,232,290	153,354	533,013	67,314	3,761,658	357,579	315,414	429,071	21,321	8,871,014
Balance, net time sales	24,199,580	1,550,015	4,271,731	568,344	33,202,726	3,948,463	2,913,521	8,975,928	675,826	80,306,134
Revenues from incidental broadcast activities:										
Talent:										
Sales	1,916,619	160,329	152,628	36,733	1,897,173	152,611	100,419	105,238	2,469	4,524,219
Commissions, fees, and profits from obtaining or placing talent	87,405	.....	2,396	.....	10,427	846	2,300	6,865	23	110,262
Sundry broadcast revenues	851,542	47,893	111,989	22,318	970,159	62,135	68,529	189,779	880	2,325,224
Total revenues from incidental broadcast activities	2,855,566	208,222	267,013	59,051	2,877,759	215,592	171,248	301,882	3,372	6,959,705
Total broadcast revenues	27,055,146	1,758,237	4,538,744	627,395	36,080,485	4,164,055	3,084,769	9,277,810	679,198	87,265,839
Expenses:										
Technical	3,485,524	209,341	740,522	100,100	4,609,445	609,779	422,023	1,305,358	115,250	11,597,342
Program	7,377,439	611,831	1,333,326	188,162	10,681,963	1,381,642	891,027	2,843,549	200,540	25,509,479
Sales, advertising, promotion, and publicity	1,740,220	143,735	439,680	69,696	3,956,471	631,859	433,812	1,280,927	119,305	8,815,705
General and administrative	5,076,862	391,999	1,249,371	180,106	10,452,656	1,315,478	960,170	3,134,096	190,931	22,951,669
Total broadcast expenses	17,680,045	1,356,906	3,762,899	538,064	29,700,535	3,938,758	2,707,032	8,563,930	626,026	68,874,195
Broadcast service income	9,375,101	401,331	775,845	89,331	6,379,950	225,297	377,737	713,880	53,172	18,391,644
All commercial stations:										
Number of stations	33	4	19	5	206	73	32	289	44	705
Broadcast revenues	$27,055,146	$1,758,237	$4,538,744	$627,095	$36,237,432	$4,402,683	$3,209,838	$11,109,357	$1,051,814	$89,990,646
Broadcast expenses	17,680,045	1,356,906	3,762,899	538,064	29,870,081	4,238,368	2,856,328	10,488,689	992,550	[6] 71,783,930
Broadcast service income	9,375,101	401,331	775,845	89,331	6,367,351	164,315	353,510	620,668	59,264	[6] 18,206,716

d Deficit or other reverse item.

[1] Four frequencies designated as high power regional channels in 1938 were classified as clear channel, effective August 1, 1939.

[2] Includes data for one station which was classed in 1938 as high power regional. Also includes data for station WLW which was licensed to operate with a power of 500,000 watts until March 1, 1939.

[3] Includes data for seven stations which were classed in 1938 as high power regional.

[4] Includes data for one station which did not serve as an outlet for any network.

[5] Includes data for 11 stations serving as outlets for regional networks only.

[6] Includes $254,000 additional expenses with respect to certain responses in California.

Note A: The term "network served" means networks from which the stations received revenue during all or some part of the year 1939. Thus a station may be included in this classification but might not have been serving as an outlet for a network at the end of the year.

Note B: The term "part-time" as used in this table refers to share-time and specified-hour stations.

'Info Please' to Luckies

AMERICAN TOBACCO Co., New York, will begin sponsoring *Information Please* Nov. 15 for Lucky Strike cigarettes, taking over the program the week following the conclusion of its present series for Canada Dry Ginger Ale. While contracts have not yet been signed, it is learned that the new sponsor will shift the program from the Blue to the Red Network. Present sponsor's discontinuance is said to be due to the increased price asked for *Information Please* by Dan Golenpaul, its creator and owner, reported to be $8,500 a week. The current spot announcement campaign for Luckies has been dropped, effective Aug. 1. Agency is Lord & Thomas, New York.

COMET RICE MILLS, New York (rice), in its fall advertising campaign will use certain Southern and Southwestern stations as well as newspapers and national and trade magazines. Freitag Advertising Agency, Atlanta, handles the account.

Speech by Hitler Cut Off by Don Lee; Nazi's Refuse to Feed MBS Programs

TO PREVENT his "attempted justification of the crimes he has committed", Adolf Hitler's speech to the German Reichstag was cut off the air on 32 Pacific Coast stations of the Don Lee Broadcasting System July 19 by orders of Lewis Allen Weiss, vice-president and general manager.

"The management of this network is of the opinion that it is not in the public interest nor in harmony with the attitude of this Government, to permit the continuation of this broadcast by Mr. Hitler from Germany", said a statement by Mr. Weiss which was read over the network. "We feel sure that our American listeners will concur in our opinion that Mr. Hitler should not be permitted to use our American facilities to justify his crimes against civilization itself."

Hitler's speech was cut off from Los Angeles shortly after it began, as the announcer read the statement. Shortly after Stu Wilson, KHJ, Los Angeles, announcer and commentator, read the announcement, Don Lee officials in Los Angeles and San Francisco said they were swamped with numerous telephone calls complimenting them on the action. Both CBS and NBC stations on the West Coast continued the broadcast of Hitler's speech without interruption.

* * *

Nazi Ban Imposed

THE BAN on German-originated programs for broadcasting in MBS, instituted by the Nazi Propaganda Ministry in retaliation for the action of Don Lee in cutting off the MBS broadcast of Hitler's address, was still in effect as this issue of BROADCASTING went to press, despite the cabled explanation of Mutual's general manager, Fred Weber, that under the American system of broadsasting a network cannot compel its affiliated stations to carry programs they do not individually consider in the public interest.

Service Cut Off

Sigrid Schultz, MBS correspondent in Berlin, notified Mutual headquarters in New York that Dr. Otto Dietrich, personal press representative of Hitler and chief of the Reich Rundfunk, has asked her for an explanation. Mr. Weber's cabled reply that MBS should not be held responsible for the actions of an affiliated group over which it could exercise no control apparently did not satisfy Dr. Dietrich, for he immediately ordered service to Mutual discontinued. First program affected was a news broadcast by Miss Schultz, scheduled for July 21, which did not go on, nor has MBS had any programs from German territory since that time.

KGO is in second place in San Francisco

...but so was this horse in the Kentucky Derby

Recognize him? That's right, it's Bimilech—one of the truly great horses in racing history. That he lost to Gallahadion at Louisville this year in no way minimizes his greatness. On the contrary, the mere fact that he ran a close second in the most famous race on turfdom's calendar is a testimonial to that greatness.

We feel the same way about KGO. Thus we do this unprecedented thing—we frankly admit that in circulation it is in second place among San Francisco stations. But being second to KPO, one of largest two stations in the West, in no way minimizes KGO's importance. On the contrary, when you take KGO's considerably lower costs into consideration, such a position is a testimonal to KGO's importance as an outstanding radio advertising buy.

This importance KGO has carefully built up until today its leadership is recognized in many fields—vital fields, such as

NEWS: Programs every few hours, edited from complete U. P. and I. N. S. services—plus NBC Blue news features and alert special events.

SPORTS: Play-by-play professional baseball and college football, championship fights, local sports commentaries.

CULTURE: Town Meeting, Metropolitan Opera, NBC Symphony and all the NBC Blue educational shows.

AGRICULTURE: Daily service programs directed by a veteran full-time farm program director—plus National Farm and Home Hour.

There's *class!* And if you want *mass*, 7,500-watt KGO can deliver that for you too . . . as, for instance, it does for Homestead Bread with a Monday night amateur hour bucking major network shows. During its three years Homestead Amateur Hour has pulled up to 90,000 votes a week, ranked first for its time in coincidental survey.

KGO boasts case histories in all divisions. Ask your nearest NBC representative for those in your own field of interest.

KGO
SAN FRANCISCO
7500 WATTS · 790 KC.

Represented Nationally by NBC SPOT Sales Offices

NEW YORK · CHICAGO · SAN FRANCISCO · BOSTON · CLEVELAND · DETROIT · HOLLYWOOD · PITTSBURGH

ST. FRANCIS
HOTEL
ROOM 270
STEALING
THE SHOW!
Come and see
WESTERN ELECTRIC'S
New Synchronized
FM TRANSMITTER
perform—and don't miss
the all-star supporting
cast of high quality Mikes,
Amplifiers, Speech input,
Transcription pick-ups
and other broadcasting
accessories.
ASK YOUR ENGINEER—
Wes

FM
nchronized
Western Electric
N·A·B
CONVENTION
1940
estern Electric
Distributed by
GraybaR

Mullen Is Slated To Fill New NBC Executive Position

Trammell to Head Quartet, Including Woods, Russell

UPON recommendation of President Niles Trammell, the NBC board of directors at its meeting Aug. 2 is expected to elect Frank E. Mullen, RCA vice-president and a veteran in network broadcasting, to the newly-created post of NBC vice-president and general manager.

Moulding his own executive organization since his assumption of the NBC presidency July 12, Mr. Trammell urged the Mullen appointment, which had been agreed to by David Sarnoff, RCA president and chairman of the NBC board. Mr. Trammell has planned executive management of NBC under a quadrumvirate comprising himself, Mr. Mullen, Frank M. Russell, NBC Washington vice-president, and Mark Woods, vice-president and treasurer. On July 17 he gave to Mr. Woods added responsibilities covering practically all non-sales and non-programming operations, and himself took over direction of all other activities.

Mr. Woods

Shift in Functions

Mr. Mullen, in his new capacity, will report directly to Mr. Trammell, a business associate and friend of more than a dozen years. Both first began their careers with NBC in Chicago. Department heads now reporting to President Trammell under the new executive alignment presumably will report to Mr. Mullen, leaving the president free to handle all policy matters.

While his status as Washington vice-president will remain unchanged, Mr. Russell is expected to figure more prominently in executive management. He has worked closely with Mr. Trammell during the last decade, even while the latter was vice-president in charge of NBC's central division. Mr. Mullen, as RCA vice-president, has been in frequent and close association with Mr. Russell in his official capacity. Moreover, they were classmates at Iowa State College, and before the advent of network brodcasting were agricultural journalists. Station relations, fundamental network policy and related matters presumably will come before the new high council created by Mr. Trammell.

Mr. Mullen, energetic, good-natured and resourceful, is thoroughly familiar with practically all phases of broadcast operations. He was agricultural director of NBC from 1926 until 1934, created the *National Farm & Home Hour*, and was directly responsible for the sale of a number of network programs in the farm category during his Chicago tenure. Since 1934 he has been with RCA in New York, first as manager of its department of information, and since May, 1939 in the then newly-created post of vice-president in charge of advertising and publicity.

Horton Heath, manager of the department of information of RCA and a veteran employe of the parent company, will continue with that title, but is slated to take over Mr. Mullen's executive duties in connection with advertising and publicity. He has been with RCA some four years, and prior to that was partner in an advertising agency.

Less than a week after he took over the presidential assignment at NBC, Mr. Trammell issued an order revising executive operations of the network organization. He had served as executive vice-president under Lenox R. Lohr since Jan. 1, 1939, and was entirely familiar with the functioning of the organization. So far as is known, Mr. Trammell does not at present contemplate any additional major executive changes.

New Lineup

Under the new orders, Mr. Trammell specified that the following department heads and vice-presidents would report to the president, and presumably to the new vice-president and general manager when Mr. Mullen takes over:

Roy C. Witmer, Red Network sales; Edgar Kobak, Blue Network sales; John F. Royal, programs; Frank E. Mason, information; A. L. Ashby, legal; Janet MacRorie, continuity acceptances; Sidney N. Strotz, Chicago chief; Don A. Gilman, Pacific Coast head, and Vice-President Russell.

In expanding the responsibilities of Mr. Woods, the July 17 order specified that in addition to his present duties, he will actively supervise and direct artists services, engineering, television, general service, radio recording, auditing, treasury and international broadcasting, both sustaining and commercial.

Executives who will report to Mr. Woods are George Engles, artists service; O. B. Hanson, engineering; Alfred H. Morton, television; Vincent J. Gilcher, general service; C. Lloyd Egner, transcriptions; Harry F. McKeon, auditing; R. J. Teichner, treasurer's department; Frank E. Mason, international broadcasting (sustaining) and L. P. Yandell, international broadcasting (commercial).

Mr. Woods has been in radio since 1922 when he began setting up an accounting system for the radio department of AT&T, then in the broadcasting business. Still only 39, he joined NBC on Nov. 1, 1926, when AT&T turned over its broadcasting operations to NBC and became the network's assistant treasurer, assistant secretary and office manager. He became treasurer a year later, was made assistant executive vice-president in 1934 and vice-president and treasurer in 1936.

NBC'S NEW V.-P. AND GENERAL MANAGER

FRANK ERNEST MULLEN

BORN: Aug. 10, 1896, Clifton, Kan., son of Frank E. and Florence Nellie Mullen.

EDUCATION: Public school, Presho, S. D.; Mitchell High School, Mitchell, S. D.; Iowa State College, Ames, graduated 1916, received A.B. degree in agricultural journalism in 1922. Member of Alpha Gamma Rho, Sigma Delta Chi fraternities.

MARRIAGE: Lois V. Coulter in 1922, one son, Russell, born 1924; January, 1940, married Florence Wilcock.

WAR SERVICE. In July, 1917, joined 20th Engineers, A.E.F., rank of bugler; released from service February, 1919.

BUSINESS CAREER: Associate editor *Swine World*, Des Moines, 1920; editor *Nevada Representative*, 1921; farm page editor *Sioux City Journal*, Sioux City, Ia., 1922; radio editor *Stockman & Farmer*, Pittsburgh, 1923-26; NBC director of agriculture, Chicago, 1926-34; manager of RCA department of information, New York, 1934-39; RCA vice-president in charge of advertising and publicity since May, 1939.

CLUBS: National Press Club, Washington; Advertising Club of New York; University Club, Chicago; Academy of Political Science; American Forestry Assn., vice-president; Masonic Lodge, commandery; Future Farmers of America.

Tilford Jones Purchases Full Control of KXYZ

A PURCHASE deal whereby M. Tilford Jones will become sole owner of KXYZ, Houston, has been made with Fred J. Heyne, identified with the Jesse Jones interests, and FCC approval for transfer of control of the NBC-Blue outlet is being sought.

Mr. Jones, nephew of the chairman of the Reconstruction Finance Corp., proposes to buy the 50% stock interest held by Mr. Heyne for $95,000. Mr. Heyne himself holds 30% of the stock, and 10% each is held by C. M. Brown and E. S. Williams with Mr. Heyne as beneficial holder. The station is a 1,000-watt outlet on 1440 kc., and through the Jesse Jones interlocking interests has been identified with the *Houston Chronicle* and *Houston Post*.

Young Jones also owns 50% of the stock in Gulf Coast Broadcasting Co., licensee of KRIS, Corpus Christie, in which the Houston Harte-Bernard Hanks newspaper radio interests hold the remainder.

Radio Executives Seek New Local in Worcester

A GROUP of three prominent figures in the radio business has applied to the FCC for a new 250-watt station on 1200 kc. in Worcester, Mass. They have formed Worcester Broadcasting Inc., each owning one-third of the stock. They are Easton Woolley, manager of the service division of the NBC station relations department in New York, president; Joseph Katz of Baltimore, president of the Joseph Katz Advertising Agency, vice-president; G. Bennett Larson, former program director of KDYL, Salt Lake City, now with Young & Rubicam, New York. Mr. Larson is slated to become manager of the station if it is granted.

ALAN HALE, sports announcer of WISN, Milwaukee, on July 17 was elected president of the baseball announcers of the American Association at their meeting in Kansas City.

WKY CUTS THE PATTERN

FOR A

NEW TECHNIQUE IN DRAMATIC SERIALS

This Is the Story of
"THIS IS THE STORY"

"Thank you for something really worthwhile in entertainment."

"The type of story is appreciated. Prefer the shorter ones to the long drawn-out, extremely emotional ones."

"We who have wished for a higher type of daytime program are hoping that 'This Is the Story' will be continued."

"So thrilled and delighted to thank you for these programs."

These statements are repeated over and over again in the flood of listener comment which pours in to WKY since "This Is the Story" made its bow.

THE PROGRAM

"This Is the Story" is a daily dramatic serial for which the world's best writers have already fashioned the scripts and plots . . . novels and stories, each of which took months to write . . . good (but not highbrow) literature, both classic and modern.

THE TALENT

Against a background of novachord music that colors the scene and interprets the action, Madeline Douglas Bullard, talented play writer and critic, brings the story and its characters to life. Combining narration with the important dramatic episodes of each story, Mrs. Bullard clearly and faithfully interprets all characters herself.

FLEXIBLE IN APPEAL, LENGTH

"This Is the Story" restricts itself to no specific listener group. Each story is unfolded in from 5 to 10 days. Stories for all ages and all tastes give change of pace and change of interest to the program from week to week. Its new technique has captured widespread interest and secured the vociferous approval of WKY listeners.

• "This Is the Story" typifies WKY's ability to serve its audience a fare of radio entertainment that tempts the most jaded appetite. WKY does not stop with developing talent and producing shows of network caliber. WKY feeds production shows to the network. It is the only station (not owned or operated by the National Broadcasting Company) off the basic Red network to do this. And because of such sparkling programming WKY is able to get noteworthy results for sponsors . . . to earn repeated citation for performance in product exploitation in the Southwest.

"WKY" THE PRODUCTION STATION

OKLAHOMA CITY

OWNED, OPERATED BY THE OKLAHOMA PUBLISHING CO.
THE DAILY OKLAHOMAN ★ OKLAHOMA CITY TIMES
THE FARMER-STOCKMAN ★ MISTLETOE EXPRESS SERVICE
KVOR, COLORADO SPRINGS ★ KLZ, DENVER *(Affiliated Mgmt.)* ★ REPRESENTED BY THE KATZ AGENCY, INC.

A Radio Formula For Department Stores

Selling Their Merchandise by Radio Requires Time, Care, Staff

By JOSEPH CREAMER and JOHN P. NELL

TIME AND AGAIN department store executives say, "Yes, we've used radio. It doesn't work."

The trouble with this statement is that it rarely, if ever, is followed by the reasons why.

Perhaps the unsuccessful user really doesn't know, anyway. For, after carefully questioning the executives and buyers of 15 leading stores located in as many major cities in the East and Middle West, one automatically discovered that those who had used, or were using, radio successfully from day to day definitely followed a basic and almost identical formula which supplied the answer.

Peculiarly enough, those stores which hadn't used radio successfully ran completely counter to this formula on each of its three basic points.

The Unintelligent Users

Let's consider the unsuccessful user of radio first. On what evidence might he be convicted of not using radio intelligently to sell department store merchandise?

The evidence breaks into four parts.

1. He had made a more or less careless selection of program and personality. His choice was *not* based on any proven precept.

2. His radio advertising was placed in the hands of people utterly unacquainted with this specialized medium.

3. His radio promotion was not planned with the same care and intelligence devoted to his black-and-white advertising.

4. He failed to give radio sufficient time within which to demonstrate its value; i.e., even if the show originally selected had been the right one, it was not given an opportunity to prove so.

What, then, was the formula followed closely by those department stores which were found to be using radio successfully? Nothing more than three simple points:

a. The selection of a proven program formula.

b. Careful store administration and selection of skilled radio personnel.

c. The signing of a contract with the radio station for sufficient time within which to permit radio to demonstrate its value.

At first glance this three point formula for successful department store use of radio seems a comparatively simple and obvious thing. But, let's look more closely into each of the three points.

The Right Program

A careful study of the programs used by the department store and radio station executives questioned indicated that successful department store programs usually groove themselves into four basic types. These four classifications are not to be accepted as final. But they *are* shows which have proved their value by moving department store merchandise in double-quick time and increasing store traffic from 14 to 43%. Further experimentation by radio stations and stores throughout the country should, in time, add greatly to this basic list.

The four classifications are: (a) The Shopping Show; (b) Morning Musical Clock; (c) Amateur Participation Show; (d) News Broadcast.

You'll notice that of these four types, each dictates the use of a particular time of day. The time of day, in turn, in most cases determines the type of merchandise to be plugged.

The Morning Musical Clock, for instance, has been used most successfully in the early morning to get the attention of the family as a group. The Shopping Show has been used to attract the housewife before she begins her day's marketing. The Amateur Participation Show, however, is being used successfully on Saturday morning by one large Eastern store. The news broadcast is the most elastic of all and never more elastic than at the moment when interest in the day's news is as keen at night as it is at all other periods of the day. We might say then that the news broadcast can be spotted at *any* time of day. Well and good. But particular news broadcasts must carry merchandise messages at those times when the department store is most certain to gain the attention of a particular type of audience. In other words, any time may be selected for the news broadcast, but the message must be selected for the time.

Personality Sells

More important than the obvious consideration of the type of program is the personality a store selects to conduct it. All four basic programs just mentioned are built about a dominant personality and all these personality shows have been successful in varying degrees. The real significance rests in the reason for this variance. A comparative study of the personality types has proven that (1) the success of the show depends entirely upon the popularity of the personality selected; (2) a good show can be ruined by the selection of the wrong personality and vice versa. This is rather elemental, but it's been ignored too often to be quietly accepted as always taken for granted.

Willard Campbell, publicity director of Fox's Department Store, Hartford, and Kenneth Taylor, executive vice-president of Taylor's, Kansas City, put it quite pithly when they jointly state: "The more vivid and friendly the personality around whom the department store radio show evolves, the more successful the results."

This joint judgment is anything but casual. Both men have been successful radio users for years.

'Fox Musical Clock'

Willard Campbell, for instance, has built his show around the vivid, friendly personality of Ben Hawthorne who conducts the *Fox Musical Clock* over WTIC.

The general structure of the Fox show is basically simple and has many imitators throughout the country. What makes it outstandingly effective and popular is the personality of Hawthorne and his stooge Bessie, a cow, whom he frequently brings into the show for comedy relief.

Hawthorne treats all commercials with a deft, humorous touch. Generally, Hawthorne might be called a hired clown. But . . . he sells Fox merchandise. He has been selling it, in fact, for years—on a highly satisfactory cost ratio basis.

Let's pause for a moment and demonstrate how Hawthorne sells; the manner in which he makes goods move . . .

Fox's had some wicker furniture which it had not been able to dispose of for years. Finally, after exhausting all other media, the store asked Hawthorne to do his best with it.

How Hawthorne Does It

Hawthorne talked about the furniture pretty much as follows with his morning listeners, "These pieces of wicker furniture I'm looking at are probably the worst pieces of furniture that have ever been built. Furthermore, if you sit in them on your lawn on a windy day you are apt to get seasick, etc."

Result: Fox's cleaned out its stock of unmovable wicker in three days!

Though Hawthorne's technique is unique, Williard Campbell stressed the point that it can be done to death. It must be handled with restraint, variance and discretion. Hawthorne, it might be said, knows his listeners and knows what he can and what he cannot do.

Similar experiences, in greater or lesser degree, can be cited for other stores; the "greater" and the "lesser" degree depending entirely upon the strength and popularity of the personality involved.

How Personalities Rate

Not only do proven department store-radio program personalities sell goods, but they clock outstandingly good audiences. One might say offhand that this can be taken for granted. Not so. Some extremely successful department store shows have comparatively small audiences according to available ratings and unsuccessful ones have the reverse.

The Joanne Taylor show which is sponsored by Taylor's in Kansas City, regularly rates between 45 and 55% of the listeners and was selected as Kansas City's top daytime program during the 1938 *Billboard* poll. Fox's, in Hartford, regularly rates approximately 75% of the listeners. Both are very profitable shows.

Store Backing Counts

Point two of the department store formula which was presented early in this article stressed the importance of store administration and the selection of skilled radio personnel.

Though it's impossible to cover this point thoroughly and completely within the brief space of this article, let's briefly look into those factors, within the store, which have been found to definitely effect the success or failure of a department store program.

Most important, but not always considered so, is cost allocation. Yet, there is wide disagreement on this point even among the successful users of department store radio.

Montgomery-Ward, Minneapolis, and Fox, Hartford, charge every department directly. Kaufmann, Pittsburgh, and Sibley, Rochester, charge general expense. Taylor's

(*Continued on page 150*)

***"SHOW ME** what radio has done! Give me some program formulas that have proved they can work!" These are two of the many challenges that were hurled at John P. Nell, WOR retail account executive and Joseph Creamer, WOR promotion director, when they began campaigning for New York department store business less than a year ago. Though eager to show them, Nell and Creamer soon discovered that radio had gathered little or nothing to show. Nobody, it seemed, had made a comprehensive study of radio and the department store. This was the impetus that prompted WOR to send Nell on a 3,000-mile department-store radio field survey during which he visited 29 radio stations in 15 cities in the East and Middle-West and interviewed executives of 15 leading department stores. This article is based upon excerpts from the WOR study which will be released this fall in a book by Mr. Creamer.*

Established— Audience FEATURES

ST. LOUIS KWK

THOMAS PATRICK, INC.

Represented Nationally by

PAUL H. RAYMER CO.

IT'S GREAT

IT was way back in 1926 that the National Broadcasting Company was formed. Nation-wide broadcasting was then in swaddling clothes—and it was great to be a broadcaster, to watch the infant grow, to play an important part in the building of a new industry, a new service to the public.

Today, we at NBC still think it's great—and we're thankful we're an *American* broadcaster. For that means something.

It means private ownership, and the liberty

TO BE A BROADCASTER—

AN *American* BROADCASTER!

to present the American public with facts—pro and con—about any and all issues.

It means we can give them the news of the world unvarnished, untarnished and true.

It means we can give our listeners the kind of entertainment *they* want to hear, entertainment that heightens their spirit and morale.

It means we can contribute to their fullness of life with programs that will broaden their minds.

It means that we can offer this great force to our country in the aid of national defense.

In short, it means freedom of speech and action on our part—freedom of listening for those we serve... No wonder American broadcasting is without equal anywhere else in the world! And no wonder we're proud of the contributions and accomplishments of NBC in making it the finest.

NATIONAL BROADCASTING COMPANY

WORLD'S GREATEST BROADCASTING SYSTEM

A Radio Corporation of America Service

Rate Chiseling Seen Rampant, NAB Urged to Revise Code

Egolf, KVOO, Charges Stations Still Suckers for Cut-Rate 'Buys' Under Various Guises

DESCRIBING the commercial section of the NAB Code, which becomes effective Oct. 1, as "a gold crown for a rotten tooth", Willard D. Egolf, commercial manager of KVOO, Tulsa, in an "open letter" to NAB President Neville Miller July 18 urged stringent reforms in industry rate practices to prevent "chiseling".

"Chiseling is so rife in radio that it is doubtful if an appeal to honor will accomplish a return to rate cards everywhere", Mr. Egolf stated. He advocated a "commercial rate code" with penalties for violation, as a possible solution, and urgently suggested that the NAB convention in San Francisco Aug. 4-7 take up the problem.

Mr. Egolf is an attorney, a former advertising agency executive, president of the Tulsa Advertising Federation, director of the 10th District of the Advertising Federation of America and a director of the Tulsa Better Business Bureau.

Here is Mr. Egolf's "open letter":

"On my desk is a copy of the Commercial Section of the NAB Code, which becomes effective Oct. 1, 1940. This is a handsome effort but it is a gold crown for a rotten tooth. The lovely figure on the cover, holding the scales of justice, is impressive in her pose, but she is a Jezebel in the conduct of her own affairs. Those two fingers aloft must mean that she wants to go, for she is bound to feel uncomfortable in her deception.

Our Private Morals First

"What a farce it is for the radio industry to buttress its public morals when its private morals are as weak as Minnie the Moocher's. Even more can be said for Minnie. She gets her price, or more, seldom less. She is rarely the victim of a commercial, synthetic friendship.

"I take this means of advising you that the 'spot' rate structure of radio has become as much of a hollow shell as it was in the dark days of 1933. Radio, of all things, the strongest selling force in the world today, the most popular advertising medium in existence, where demand far exceeds supply, is allowing itself to be freely pillaged by time buyers. Fastening upon everything that presents an excuse, time buyers chisel under the names of 'package buys,' 'service features,' 'courtesy announcements,' 'minimum budget requirements.' Some even plead the fact that their agencies have been put on the spot by the chiseling activities of competitive agencies, therefore the stations must help them make a showing as good as the competition's, in order to hold the accounts involved.

"One time buyer, by making a special trip, boasts that he was able to buy announcements at approximately 50% less than the card rate on an entire list of stations.

"The statement was made recently that only KVOO and one other station on a time buyer's list would not cut rates.

Reps Look Other Way

"Preliminary telephone conversations between time buyers and radio station representatives are rapidly eliminating a discussion of rates. Instead these conversations are filled with assurances to the time buyer that such and such a station is 'friendly' or that the time buyer 'need not worry' about a certain station.

"Station representatives are developing the increasing habit of referring any and all chisel deals direct to the stations, not daring to turn them down out of fear that the stations might actually be interested.

"We have been in business a long time here at KVOO, therefore we have had our moments of weakness. But we reformed and did penance to the tune of many thousands of dollars of chisel business which we turned down, therefore we claim the privilege of speaking our piece without having to answer the charges usually hurled at a "reformed reformer.'

"A man of our acquaintance is prominent in the American Hotel Association. He stated that hotels were once victimized by convention managers who would chisel one hotel against the other, claiming that one hotel quoted, for example, $8 per person per day, on the American Plan, and 12 'free' rooms for the use of officials, which would influence the second hotel to cut its rates and furnish 15 or more 'free' rooms for officials, and so on, ad infinitum. The American Hotel Association overcame this situation by establishing a 'clearing house' or system of exchanging information whenever quotations were made. Even in the face of diminishing, instead of increasing, hotel business, these men recognized the weakness that they were exhibiting in the control of their business and corrected it.

Suggests Clearing House

"Chiseling is so rife in radio that it is doubtful if an appeal to honor will accomplish a return to rate cards everywhere. A Commercial Rate Code, with penalties for violation, offers one solution. A 'clearing house', with branches for each section of NAB, with which copies of all quotations will be filed, presents a possibility.

"If commercial radio continues to follow its wayward trend, freely victimized by time buyers and exhibiting less and less ability at self control, the least we can expect is an 'industry dictator', while as business men our mental superiors will regard us with generous and increasing contempt.

"What can the 1940 NAB convention do about this problem?"

Tetley Tea in East

JOSEPH TETLEY & Co., New York, is using radio in Philadelphia and Washington to advertise iced tea through the hot weather. On WCAU, Philadelphia, the *Mystery Chef* is sponsored for two morning quarter-hours weekly; on WRC, Washington, a participating program is used. Programs were placed through Blackett-Sample-Hummert, New York.

WHEN NBC Hollywood employees held their second annual golf tournament at Annadale Golf Club, Pasadena, Cal., on July 14, besides network executives, those from affiliated southern California stations, and advertising agencies also participated. But George Hatch, page boy, repeated his fine play of last year by taking the first flight with an 85 gross, 8 handicap and 77 net. Here's a group of participants talking it over (l to r) John Swallow, NBC western division program manager; Cecil Underwood, Hollywood manager, Needham, Louis & Brorby Inc.; Lew Frost, executive assistant to Don E. Gilman, NBC western division vice-president, and Harrison Holliway, manager of KFI-KECA, Los Angeles. Swallow turned in a 92-20-72; Underwood, 95-16-79; Frost, 100-22-78. Holliway, with 88-18-70, topped the guest flight.

50 kw. For WPTF, WLAW Full Time

APPROVING a mutual agreement regarding interference limitations between the stations, the FCC July 17 granted WPTF, Raleigh, an increase in power from 5,000 to 50,000 watts, while WLAW, Lawrence, Mass., got 5,000 watts fulltime in lieu of daytime on 680 kc. A pending application of KWK, St. Louis, filed July 12 for 50,000 watts on this channel, was not considered, and no action was taken on a conflicting application, previously filed, of KFEQ, St. Joseph, Mo. [BROADCASTING, July 15].

The decisions, it was pointed out, do not preclude action on the applications for fulltime assignment on the channel in Missouri. KWK proposes that it be given 680 kc. with a directional antenna, and that KFEQ, now operating limited time on the frequency, be shifted to the present KWK assignment on 1350 kc. making possible generally improved service, according to the KWK claim.

WPTF, NBC outlet, several months ago, was awarded fulltime on 680 kc., on which KPO, San Francisco NBC-owned outlet, has been the dominant station on the erstwhile clear channel. WLAW has operated with 1,000 watts daytime on the frequency, but sought fulltime operation. With the agreement between the two stations for use of directional antennas, the FCC authorized both grants. WPTF, under its construction permit, will use a directional antenna at night with 50,000 watts, as will WLAW with its new 5,000-watt transmitter.

IRNA Meeting Planned Aug. 5 by Rosenbaum

A MEETING of Independent Radio Network Affiliates at the St. Francis Hotel, San Francisco Aug. 5, to which all affiliated stations are invited, was called July 23 by Samuel R. Rosenbaum, chairman of IRNA, in conjunction with the annual meeting of the NAB. Only affiliates that have paid dues to IRNA are legally entitled to vote, he pointed out, but the majority of the IRNA board has resolved to invite all affiliates, regardless of membership, during the "open" session, at which membership business will not be transacted.

General affiliate matters on the agenda cover such subjects as the FCC network-monopoly report, the present situation with regard to ASCAP, status of relations with American Federation of Musicians, and general standards of practice in network commercial broadcasting, especially in connection with commercial continuity and station breaks.

National Biscuit Spots

NATIONAL BISCUIT Co., New York, on July 22 started a series of thrice-weekly quarter-hour *Musical Clock* programs for its breakfast cereal, Cubs, on WBBM, Chicago. Programs feature transcribed music, time signals and weather reports. Lord & Thomas, Chicago, placed the business.

WYTHE WILLIAMS, radio commentator and former foreign correspondent, has joined the Colonial Network, according to WICC, Bridgeport, Conn. His new series of thrice-weekly sustaining news commentaries will be fed to MBS stations, not including WOR.

TIME-BUYER eyes DENVER
So the Advertiser May
Know WHICH Station Is . . .
FIRST in DENVER
in Everything!
*ADVERTISING POWER SHOWMANSHIP
AUDIENCE PROGRAMS SALES RESULTS
*ADVERTISING
Question: "What station should I buy for my client in the Denver Market Area for best results and lowest advertising cost per thousand listener families?"
Answer: The station on which more national, local, and spot advertisers place the largest dollar volume of radio advertising in the Denver Market Area!
Of course, it's KOA
Year after year—locally, regionally, nationally—the greatest advertising names are found using KOA for superior results at lowest cost.
IDAHO
UTAH
WYO.
COLO.
NEBR.
KAN.
OKLA.
N. MEX.
TEX.
KOA
50 KW STATIONS
OTHER STATIONS
GENERAL ELECTRIC STATION
KOA
DENVER
50,000 WATTS · 830 KC.
Represented Nationally by NBC SPOT Sales Offices
NEW YORK
CHICAGO
SAN FRANCISCO
BOSTON
CLEVELAND
DETROIT
HOLLYWOOD
PITTSBURGH

Once Upon a Time: A Veteran Reminisces

By J. M. MATHES
President, J. M. Mathes, Inc., New York

Agency Executive Who Handled 'Eveready Hour' Tells How It Started Modern Broadcast Trends

THE TREMENDOUS growth of radio in recent years is one of the best examples I know of advertising's contributions to progress. Radio is so new that most of us can remember its "stone age." Listeners who now push buttons to tune in symphonies or swing from distant points can still remember the howls and noises made by the early regenerative receivers, or indeed even the earlier crystal sets, with their filaments of wire poised on little pieces of galena. After all, that was less than two decades ago.

I believe almost everyone who ever twisted the many dials of an old-time radio receiving set still remembers the *Eveready Hour* broadcasts which ran from 1923 to 1929. Certainly those old Eveready radio programs were outstanding. Indeed, they would be outstanding even by today's standards.

When they began I had the pleasure of being associated with the National Carbon Co., as senior vice-president with the agency handling the account. Because of this association I was privileged to play a part in the early development of radio advertising.

Queensborough First

There had been commercial broadcasts before the National Carbon Co. first went on the air. It is now fairly well established that the first company to pay for the use of radio for advertising purposes was the Queensboro Corp., which first used the facilities of the American Telephone & Telegraph Company's transmitter WEAF on Aug. 28, 1922. Other advertisers who employed radio at about that time were E. R. Squibb & Sons, Shur-on Optical Co., Mineralava, Tidewater and American Express. Two of these, Squibb and Shur-on, I helped to arrange.

These programs ran for 10 minutes and consisted of talks, usually by some member of the advertiser's own organization. When the National Carbon Co. decided to go on the air, its program followed the general pattern. Each program lasted for 10 minutes and consisted of a talk on radio batteries by George C. Furness, a National Carbon official. The first of these broadcasts was July 26, 1923.

From this it will be seen that advertisers were not rushing into radio in those early days. No one, including AT&T, whose station was then the only one selling time, quite knew what they had to sell or how to go about it. Indeed, I am told that in 1922 four questions were bothering the people who ran WEAF: Does the public want broadcasting? What sort of programs does the public want? Who is going to give the public the programs? Who is going to pay for them?

Early Reluctance

With radio a doubtful quantity even to the people who operated the broadcasting stations, it is not surprising that there was a certain reluctance on the part of advertisers and agency men in regard to its use. Some of my associates were apprehensive or opposed to using it. Because of their doubt, it was necessary for me to have our early programs handled as a special service of the agency's publicity department.

Paul Stacy, a member of the department, was put in charge of the work. Closely associated with him in the building of the famous *Eveready Hour* series were William B. Okie, of the agency, who is still associated with me; Douglas Coulter, of the agency, now with CBS; George C. Furness, of the National Carbon Co.; George Podeyn, then with WEAF, and William Ensign, also with WEAF and now with CBS.

In building the Eveready programs we were seeking a formula that would make radio so interesting that millions of people would listen to it. All tube-operated radios at that time were powered with batteries, and we were selling Eveready batteries. The advertising slogan for the batteries was, "The air is full of things you should not miss," and the broadcasts had to bear out that promise. Incidentally, by getting into radio when we did, we had for a time a virtual monopoly on radio advertising insofar as the battery business was concerned, since at that time WEAF maintained a policy of permitting no competitive advertisers to use the station's facilities.

MR. MATHES

Personalities Participate

When, on Dec. 4, 1923, we started the *Eveready Hour* series, as against the ten-minute battery talks, there was no cut and dried plan to follow. Among those who appeared in these programs were Eddie Cantor, John Drew, D. W. Griffith, Julia Marlowe, George Gershwin, Moran & Mack, Weber & Fields, the Flonzaley String Quartet, Irvin S. Cobb, Trader Horn, "Chick" Sale, and Pablo Casals. Many such artists made their radio debuts before one of our *Eveready Hour* microphones.

We did not know what people wanted, so we gave them everything we could think of. The first program presented a one-act play, "The Bungalow," with Eugene Lockhart, Eva Taylor and Lawrence Grattan. However, each week's show was different, worked out on Thursday preceding the following Tuesday night's broadcast by the group I have previously mentioned. We had jazz orchestras and concert stars, comedy and drama—in short, everything possible in the way of entertainment. Never before, or since, was such a formidable job undertaken by a single sponsor.

In the course of this it was only natural that we established an impressive list of "firsts." The *Eveready Hour* under sponsorship presented the first drama, the first stage show, the first sound effects, the first original script show, the first man-in-the-street program, the first classical music program under commercial auspices, the first nationally known guest stars who were paid for their performances, the first radio adaptation of a book, the first rounded variety program — and others that now escape me.

Mike-Fright a Problem

There were many interesting experiences in connection with this pioneering. We ran across that strange malady known as mike-fright, even with such troupers as Elsie Janis and Will Rogers. We had an early experience with studio audiences in connection with Rogers. He had been offered the then fabulous figure, for radio, of $1,000 to appear on the show and comment on election returns.

At first he insisted that he broadcast with no one in the studio. After a short time, however, he asked for a few people as an audience. Assistants were sent to round up some spectators who were ringed around the cowboy philosopher. With this group, one of the earliest of studio audiences, Will Rogers was able to broadcast at ease. The program was a success. Incidentally, a month after this, our auditors noticed that his check had not been cashed, and Mr. Ensign called on him at his Ziegfeld Follies dressing room to ask about it. The check, forgotten, was found in a suit hanging in a corner.

Some of the programs then generated almost spontaneously proved so popular they were repeated. One of these was a reading of Ida Tarbell's "I Knew Lincoln", given by Edgar White Burrill. Listeners liked this so much it was given each year as close to Lincoln's birthday as possible.

Another favorite was the story of an adventure on the Galapagos

(*Continued on page 152*)

SAN FRANCISCO'S CHINATOWN

Merchants Take to the Air to Market Their Merchandise Through a Chinese Hour

THE ANCIENT customs of their ancestors, carried down through the centuries, have given way in part to the modern mode for nearly 50,000 inhabitants of San Francisco's famed Chinatown. They recently adopted radio as a means to move their merchandise.

Six nights a week, Monday through Saturday, direct from the heart of Chinatown, the Chinese present in their own broadcasting studios, a full hour program in Chinese on KSAN, San Francisco. The programs consist of rare Chinese music, played by live talent on Chinese instruments, some of them centuries old, songs by pretty Chinese maidens, sports activities and news flashes in Chinese. An Oriental master of ceremonies presides over the entire broadcast, released from 10:05 to 11 p. m. (PST).

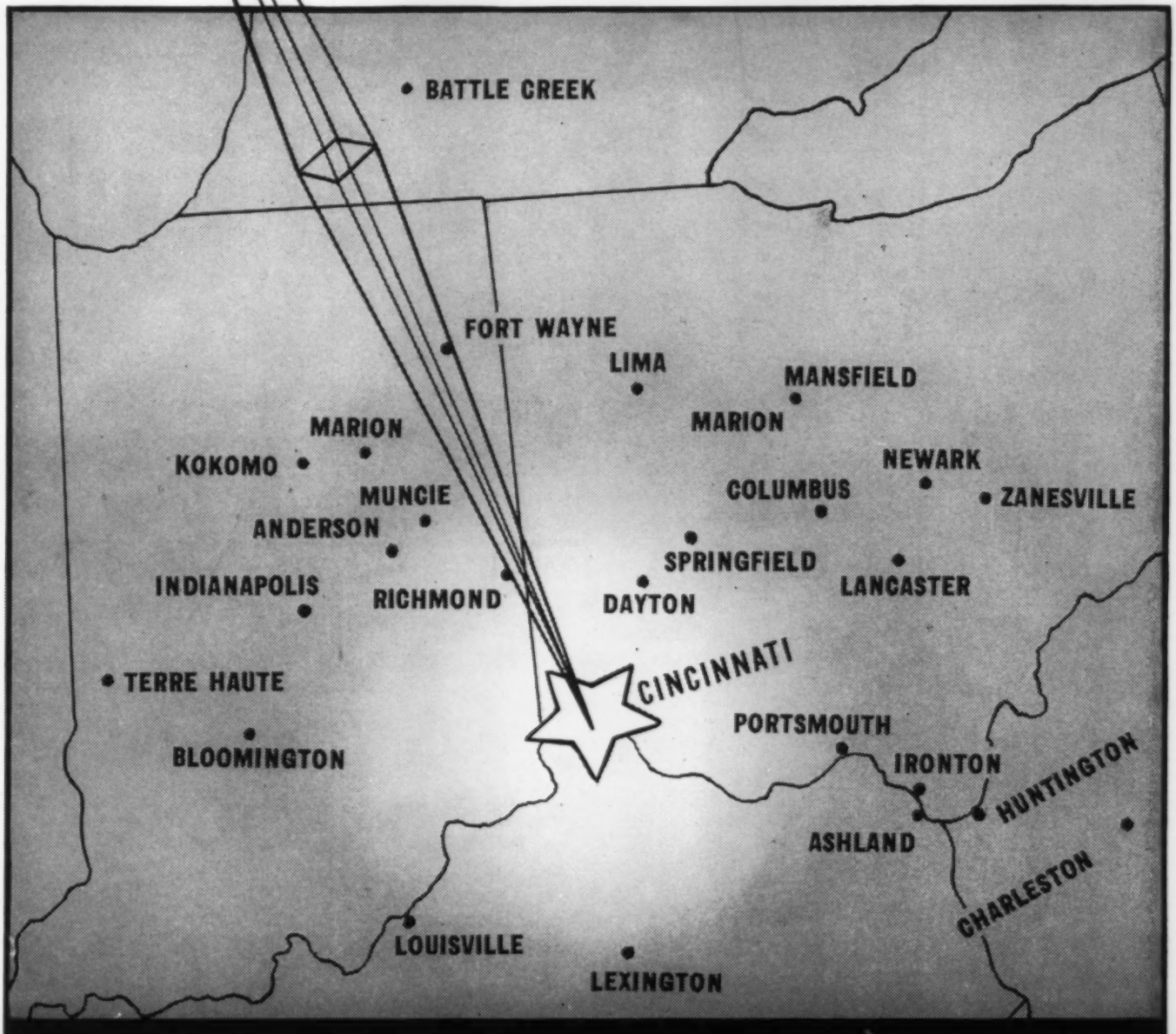
A group of Chinatown businessmen recently formed the Golden Star Radio Co. The firm has purchased the time on KSAN and in turn sells participating spots on its programs. Sam and Tommy Tong are two of the major figures in the unusual enterprise. Although the program has been on the air but a few weeks, the Chinese promoters are finding it commercially satisfactory. To date they have signed up a number of noted Chinese cafes, cocktail bars, curio shops and large merchandise houses. The commercial announcements are given both in Chinese and English.

The news flashes are given only in Chinese. Although most of the program is directed to the Chinese population in San Francisco and adjacent area, frequently the m.c. will make announcements in English to keep the American listener posted as to what is going on. S. H. Patterson, manager of KSAN, states that he believes this to be the only all-Chinese commercial program on the air in the United States.

MANY MARKETS are served and sold by WLW. It is the daily listening habit of millions of consumers living within its primary area. Merchants serving these consumers are naturally guided by the resulting preference for WLW-advertised brands.

REPRESENTATIVES:

NEW YORK—TRANSAMERICAN BROADCASTING AND TELEVISION CORPORATION, CHICAGO—WLW, 230 NORTH MICHIGAN AVENUE.



WLW THE NATION'S *most Merchandise-able* STATION

WPTF

will soon be operating with

50,000 WATTS

C. P. GRANTED JULY 17, 1940.

Serving, better than ever, the LARGEST TRADING AREA between Baltimore and Atlanta

NBC RED-BLUE
680 KILOCYCLES

WPTF RADIO CO., Inc.

RALEIGH
NORTH CAROLINA

FREE & PETERS, Inc. New York • Chicago • Detroit • Atlanta • San Francisco • Los Angeles

ADVERTISING FRATERNITY of New York were guests at an NBC party July 15 to introduce NBC's new president, Niles Trammell. At left are Allen Billingsley, president of Fuller & Smith & Ross (left) and William Reydel, vice-president of Newell-Emmett Co. Second photo shows Frank E. Mullen, RCA vice-president and prospective NBC executive vice-president (left), with Sheldon Coons, executive vice-president of Lord & Thomas. Third picture shows Mr. Trammel (left) with W. A. Jones, president of Cities Service Co. At right are Stanley Resor, president of J. Walter Thompson Co. (left), and Harold K. McCann, president of McCann-Erickson Inc.

Extensive NBC Survey of Listeners To Shed Light on Audience Habits

AFTER months of tabulation and analysis, checking and interpretation, NBC is just beginning to release the results of the "first all-county census of network listening habits and preferences", the most extensive and probably the most expensive listener survey ever conducted by an individual radio company.

Before the survey was launched Feb. 8, 1940, NBC research specialists had spent nearly two years in preliminary investigations, aimed at perfecting a practical and practicable technique which would give a picture of network listening habits in every part of the country.

Postcard Questions

On the surface this technique appears simple enough, impressive only in its magnitude. What NBC did was to mail 1,425,000 postcard questionnaires to as many homeowners, located in every one of the country's 3,072 counties. Each card asked the recipient to answer a radio "quiz" because "the sponsors of your favorite programs want to find out what stations people listen to." The quiz consisted of two simple questions: "What radio stations do you listen to *regularly?*" and "Which *one* of these stations do you listen to *most?*" Each question was asked for daytime and for evening listening.

Answers were received from 166,000 families, equivalent to one out of every 168 radio families in the entire country. Every county in the United States was represented in the returns, which listed the call letters of every station regularly heard in this country, including a number of Canadian and Mexican stations. Addressed to "John T. Williams", the cards were delivered to C. E. Hooper Inc., research firm, which tabulated the more than 1,000,000 station votes separately for night and day listening, evaluated each county in terms of its radio families, and translated the results into nationwide network circulation and preference.

This is the first time, says NBC, that an attempt has been made to measure all stations in the country on a direct-to-listener all-county basis, to set up as a criterion for each station and network the quality of service rendered by competing stations and networks. The technique differs from that used several years ago by Price Waterhouse & Co. in their surveys for CBS (which this new survey most closely resembles) in two important respects, according to NBC statisticians.

Covers More Ground

The Price Waterhouse surveys were made only in cities in which CBS had stations, whereas this survey covers all network station cities, all other cities of 25,000 or more population, and all small-town and rural areas, on a county-by-county basis. The Price Waterhouse surveys started by asking "Which station do you listen to most?," which was followed by "What others do you hear?" By reversing this order and injecting the word "regularly" NBC believes it has eliminated mentions of stations listened to rarely and that it gets a surer measure of the most popular station by first focusing the mind of the person answering on the family's regular listening habits.

To those who question the mail survey method as compared to personal interviews, NBC cites the six months of special studies conducted under the direction of Dr. Paul F. Lazrsfeld, director of radio research of Columbia U, which satisfied him that mail questionnaires could be depended upon to give an accurate measurement of the network station listening habits of radio families. Before the questionnaire finally used was adopted, 37 distinct field tests were made, using various sizes and colors of cards, wording of questions, etc.

In fact, says NBC, for a survey of this type, a mail questionnaire has at least one distinct advantage over the personal interview, in that the mail response is more likely to reflect the habits and preferences of the entire family rather than of the particular member questioned by the interviewer. A test showed that 77% of people filling out the questionnaire reflected the listening habits of other members of the family in their answers, while 50% of this group actually consulted with other members of the family in filling out the cards.

In the rural areas and small towns surveyed, the cards were sent to post office and RFD box holders of all types and income groups. In the cities, cards were mailed to names selected at random from telephone directories, with no attempt to divide the list by income levels. NBC points out that while such a division is important in measuring the audience to any particular program, it has no significance in this study. The goal was to determine not program but network preference and the wide variety of programs offered by all national networks cuts across all class lines and therefore makes an income breakdown useless.

Test studies, NBC states, revealed no difference by economic groups in the network stations families listened to, and mail returns were representative on this point. The probability that people most interested in radio returned the cards in greater proportion than those who listen only occasionally is a virtue rather than a fault, NBC believes, as it gives a natural weighting to the results that makes them correspond more closely to actual listening. When the tabulations of stations "listened to most" in certain cities were compared with the actual percentages of listening to those stations as measured by coincidental surveys, a close correlation was found.

Boyhood Secret

IT REMAINED for *Time* Magazine (July 22) to disclose a hitherto carefully guarded secret about Niles Trammell, newly elected president of NBC. Down in Marietta, Ga., his hometown, he was formally known as Leander Niles, informally as "Pud," reported *Time*. "A member of a Mark Twainish clan of moppets called 'The Dirty Dozen,' Pud was a bit on the model side," the magazine related, "until the boys persuaded him to smoke a few cigarettes, toss off a couple of noggins of beer."

AMONG THOSE PRESENT at NBC's July 15 party were (l to r) Linnea Nelson, A. K. Spencer and John U. Reber, of J. Walter Thompson Co., the latter vice-president in charge of radio, and Ed Kobak, recently named NBC vice-president in charge of Blue network sales.

STANDARD BRANDS, New York, has appointed Kenyon & Eckhardt, New York, to handle advertising for Fleischmann's Foil Yeast, according to an announcement July 17 by Thomas L. Smith, president of Standard Brands. J. Walter Thompson Co., New York, which formerly handled the account, had already signed a renewal contract for the Fleischmann program *I Love a Mystery* to return Sept. 30 to NBC-Blue, and according to the new agency, the program will be resumed as scheduled.

Right to Broadcast Recordings Upheld

Ruling for Radio Upsets Lower Tribunal

IN A PRECEDENT-making decision which is a 100% victory for the broadcasting industry, the United States Circuit Court of Appeals for the Second Circuit July 25 reversed the lower court and found that a broadcaster may buy ordinary phonograph records and use them on the air without the necessity of obtaining permission to do so from either the manufacturing company or the recording artist and "in entire disregard of any attempt" on the part of either manufacturer or artist to restrict such use.

Fees Postponed

While a further appeal to the U. S. Supreme Court is almost a certainty, this ruling postpones, at least, any danger that in addition to the demands of unions and other groups broadcasters will be faced with the necessity of paying monthly fees for the right to broadcast phonograph records.

A unanimous decision of the three-judge court, written by Justice Learned Hand, with Justices Charles E. Clark and Robert P. Patterson (just named Assistant Secretary of War) concurring, the ruling reverses that of Judge Vincent L. Leibell in the Federal District Court (handed down exactly a year and a day previously) in the case of RCA Mfg. Co. against Paul Whiteman, WBO Broadcasting Corp. (operator of WNEW, New York) and Elin Inc. (sponsor of a record program broadcast on WNEW), in which Justice Leibell found the station and sponsor guilty of unfair competition and granted permanent injunctions to both RCA and Whiteman restraining WNEW from broadcasting their records without permission [BROADCASTING, Aug. 1, 1939].

Appeals from the Leibell decision were taken by RCA, Whiteman and WNEW, with the National Assn. of Performing Artists acting for Whiteman and the NAB similarly underwriting the appeal of WNEW. In the oral argument of the appeals on June 17, Col. Joseph M. Hartfield of White & Case, co-counsel for the broadcasters with Stuart Sprague of Crawford & Sprague, made the plea that the broadcasting industry is already paying millions of dollars annually to the copyright proprietors of the music used on the air under the provisions of the national Copyright Act, and that now the record companies and performing artists, who have been unable to get even this limited copyright protection from Congress, are asking the courts to give them "perpetual monopolies" on their alleged common-law property rights [BROADCASTING, July 1].

Agreeing with this argument, the circuit court decision states that "certainly when the 'common-law property' is in a work which the Copyright Act covers there can be no doubt; Congress has created the monopoly in exchange for a dedication, and when the monopoly expires the dedication is complete. . . . We see no reason why the same acts that unconditionally dedicate the common-law copyright in works copyrightable under the act should not do the same in the cases of works not copyrightable. Otherwise it would be possible, at least *pro tanto*, to have the advantage of dissemination of the work at large, and to retain a perpetual though partial monopoly in it. That is contrary to the whole policy of the Copyright Act and of the Constitution. Any relief which justice demands must be found in extending statutory copyright to such works, not in recognizing perpetual monopolies, however limited their scope."

Recognizing that "the law is otherwise in Pennsylvania," the opinion states that faced with the choice of denying any injunction whatever or enjoining WNEW "from broadcasting throughout the Union and in Canada in order to prevent a tort in Pennsylvania alone" the latter would be "an obvious misuse of the writ which goes only in the aid of justice."

Appeal Planned

Regarding the unfair competition claims of RCA and Whiteman, the opinion says that if they "cannot bring themselves within the law of common-law copyright, there is nothing to justify *a priori* any continuance of their control over the activities of the public to which they have seen fit to dedicate the larger part of their contribution." RCA's appeal that WNEW was guilty of a tort in buying records from Bruno-New York in violation of this company's agreement with RCA, the court dismisses as having no legal effect on WNEW.

Before the present appeal was taken, the broadcasters, NAPA and RCA agreed that, whatever the result, the case would be taken to the Supreme Court for final decision. Sufficient extra copies of the documentary evidence presented to the Circuit Court were printed so that they are now ready for presentation to the Supreme Court, together with copies of this new decision. While no such action has as yet been taken, it is expected to follow promptly.

Restrictions on Artists

In addition to halting, temporarily at least, any plans of record manufacturers for licensing broadcasters to play phonograph records, the decision imposes the same restriction on the recording artists. NAPA, together with the New York Local (802) of the American Federation of Musicians, has been considering a plan for the distribution of money collected from radio stations for NAPA licenses to broadcast phonograph records among the members of the orchestras making these records. About 80% of NAPA members also belong to AFM, most of them to 802 since most of the recording of phonograph records is done in the New York area.

Plan of Payment

Plan, discussed at a NAPA meeting in New York July 26, is somewhat along the lines of the ASCAP system of royalty payments. Books would be kept of all musicians engaged in making phonograph records and at regular periods, possibly once a year, the income from NAPA's radio licenses would be divided among leaders and band members according to a system based on a number of factors, including the number of records made, size and prominence of the orchestra, popularity of the records, etc.

In addressing the group of more than 50 artists, James J. Walker, ex-mayor of New York and now president of NAPA, compared the lot of the composer who writes one hit and then, as an ASCAP memmer, draws royalties on it for the rest of his life, and the performing artist who gets only immediate compensation for his labor, regardless of the continuing sale of his records. Other speakers included Jacob Rosenberg, president of Local 802, and Maurice J. Speiser, NAPA's general counsel, who reviewed the history of the litigation instituted by NAPA to gain recognition of the rights of performing artists in the records they make.

Text of Court Decision in Phonograph Record Case . . .

TEXT of decision of U. S. Circuit Court of Appeals for the Second Circuit, No. 357, October term, 1939, argued June 17, 1940, decided July 25, 1940. RCA Mfg. Co., plaintiff, against Paul Whiteman, WBO Broadcasting Corp. and Elin Inc., defendants, on appeals by RCA Mfg. Co., WBO Broadcasting Corp. and Paul Whiteman from judgment of District Court for the Southern District of New York, before L. Hand, Clark and Patterson, circuit judges:

L. HAND, C.J.:

This case comes up upon appeals by the plaintiff, RCA Mfg. Co. Inc., and the defendants, Paul Whiteman and WBO Broadcasting Corp. Before the action was brought Whiteman had filed a complaint against WBO Broadcasting Corp. and Elin Inc., to restrain the broadcasting of phonograph records of musical performances by Whiteman's orchestra. By leave of court RCA Mfg. Co. then filed the complaint at bar, as ancillary to Whiteman's action, asking the same relief against WBO Broadcasting Corp. and Elin Inc., as Whiteman had asked in his action, and in addition asking that Whiteman be adjudged to have no interest in the records of his performances, because of contracts between him and itself.

Change in Legend

Whiteman thereupon discontinued his action, leaving only the ancillary action in which the judgment on appeal was entered. The dispute is as to whether WBO Broadcasting Corp., as the purchaser of phonographic records prepared by RCA Mfg. Co. of Whiteman's orchestral performances, may broadcast them by radio. Whiteman's performances took place in studios of RCA Mfg. Co., which arranged for their reproduction upon ordinary phonographic disc records, and which, with the consent of Whiteman, sold the records to the public at large.

Of the nine records here in question five were sold between November, 1932, and Aug. 15, 1937, during which period every record bore the legend: "Not Licensed for Radio Broadcast". (Apparently the four earlier records did not advise the purchaser of any such limitation.) After Aug. 15, 1937, this notice was changed to read as follows: "Licensed by Mfr. under U. S. Pats. 1625705, 1637544, RE 16588 (& other Pats. Pending) Only For Non-Commercial Use on Phonographs in Homes. Mfr. & Original Purchaser Have Agreed This Record Shall Not Be Resold Or Used For Any Other Purpose. See Detailed Notice on Envelope." These later records were inclosed in envelopes which even more clearly gave notice of the same limitations. WBO Broadcasting Corp. every week bought from a New York company, Bruno-New York Inc., such records as it needed; it used them thereafter to broadcast over its radio system.

Bruno-New York Inc., had bought the records in question under a contract with RCA Mfg. Co., in which they agreed after its date (Aug. 9, 1937) to resell "only for non-commercial use on phonographs in homes as per the notice appearing on the record labels and envelopes." It may be assumed that WBO Broadcasting Corp. is charged with notice of the legends on the records, and with the contract of Bruno-New York Inc., and that it broadcasts them on its radio system in disregard of both.

The questions raised below were whether Whiteman and/or RCA Mfg. Co. had any musical property at common-law in the records which radio broadcasting invaded; whether Whiteman had passed any rights which he may have had to RCA Mfg. Co., under certain agreements, not necessary to be set out; and whether, if either Whiteman or RCA Mfg. Co., had any such common-law property, the legends and notice enabled them, or either of them, to limit the uses which the buyer might make of the records. The judge held that all of Whiteman's rights had passed to RCA Mfg. Co., which for that reason was entitled to enjoin the broadcasting of these records; and that Whiteman was also entitled to an injunction against WBO Broadcasting Corp. because it was unfair competition to broadcast his performances without his consent.

All parties appealed except Elin Inc. The RCA Mfg. Co., appealed because the judge did not recognize its common-law artistic property, arising out of the skill and art necessary to obtain good recording, and also because of the affirmative relief granted to Whiteman. Whiteman appealed because of the holding that he had lost all his rights to RCA Mfg. Co. under its contracts with him. WBO Broadcasting Corp. appealed because any relief was granted against it.

Power to Reproduce

It is only in comparatively recent times that a virtuoso, conductor, actor, lecturer, or preacher could have any interest in the reproduction of his performance. Until the phonographic record made possible the preservation and reproduction of sound, all audible renditions were of necessity fugitive and transitory; once uttered they died; the nearest approach to their reproduction was mimicry. Of late, however, the power to reproduce the exact quality and sequence of sounds has become possible, and the right to do so exceedingly valuable; people easily distinguish, or think they distinguish, the rendition of the same score or the same text by their favorites, and they will pay large sums to hear them. Hence this action.

It was settled at least a century ago that the monopoly of the right to reproduce the compositions of any author—his "common-law property" in them—was not limited to words; pictures were included. *Turner* v. *Robinson*, 10 Ir. Ch. 121; S.C. 10 Ir. Ch. 522; *Prince Albert* v. *Strange*, 1 McN. & G. 25. This right has at times been stated as though it extended to all productions demanding "intellectual" effort; and for the purposes of this case we shall assume that it covers the performances of an orchestra conductor, and —what is far more doubtful—the skill and art by which a phonographic record maker

(*Continued on page 116*)

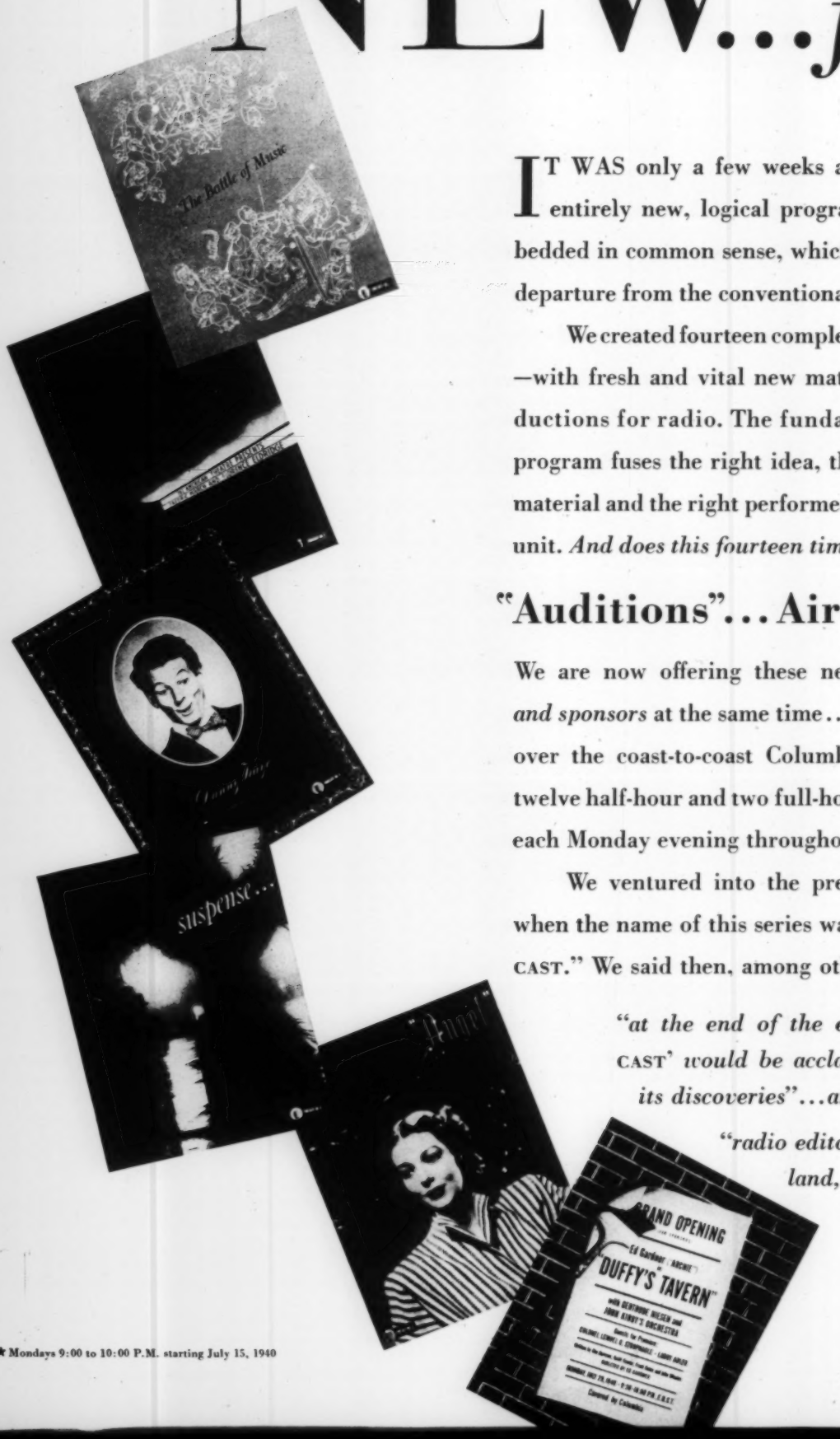
ON THE AIR

forecast . . .

already come true!

FIRST REPORT ON COLUMBIA'S COAST-TO-COAST NEW PROGRAM PRESENTATIONS

NEW...*fourteen t*



IT WAS only a few weeks ago that we announced an entirely new, logical program plan . . . an idea, deep-bedded in common sense, which is, nevertheless, a daring departure from the conventional in radio.

We created fourteen completely new network programs —with fresh and vital new material, new ideas, new productions for radio. The fundamental plan behind each program fuses the right idea, the right director, the right material and the right performers into one smooth-running unit. *And does this fourteen times over!*

"Auditions"... Air-Tested

We are now offering these new programs to audiences *and sponsors* at the same time... through actual broadcasts over the coast-to-coast Columbia Network. The series— twelve half-hour and two full-hour programs—is scheduled each Monday evening throughout the summer.★

We ventured into the precarious field of prophecy when the name of this series was first announced: "FORECAST." We said then, among other things, that...

> *"at the end of the eight week season,* 'FORECAST' *would be acclaimed by the audience for its discoveries"...and*
>
> *"radio editors, from Portland to Portland, would hail* 'FORECAST' *as a brilliant innovation."*

★ Mondays 9:00 to 10:00 P.M. starting July 15, 1940

n times over!

As we go to press, the first of the eight-week series has been aired (and the second is about to go on the air).

"Best ever heard... cleverest"

Already mail has poured in, from listeners throughout America. Excited, exciting letters. Such comments as: "one of the best programs to come along in years"..."give us more"..."the idea is grand—can't be beat"..."cleverest in a long time"..."ought to get a medal"..."most enjoyable radio hour in many months"..."refreshingly good"... "henceforth, Monday night will be my radio star night"... "marvelous—please keep it on the air"..."perfect program" ..."don't know when I've been so enthusiastic"..."best half-hour I've ever heard"... marvelous... grand... masterpiece... bravo... bravo...

Again, CBS sets the pace

We go ahead with our plans—more confident now than ever that, once again, Columbia provides a substantial milestone in the record of radio's progress. Now, the vitalizing freshness of *new* ideas and *new* talent to radio can be heard under actual broadcast conditions... making possible an accurate, intelligent choice of good radio for *their* needs.

There follows, on the next page, a partial list of the contributors to "Forecast"...

Radio Critics Applaud

Radio editors have not waited for the completion of the series. Already, their professional plaudits—their confirmation of our proud prophecy—ring in our ears.

Said Variety:

"Bright; lively... basic conception smart... production tight ... script splendid... a remarkable accomplishment."

And Radio Daily:

"Excellent showcase... adept handling... acting of extremely high standing... the program shines."

Walter Winchell threw "New Yorchids" in "Forecast's" direction and Alton Cook of the *New York World-Telegram* added his approval with the words, "The audience in the studio was rapturous... a good program."

CBS

"Forecast" of Characters

WE raise the "FORECAST" curtain just high enough to give you an alphabetical glimpse of the talent that is scheduled to appear during "FORECAST'S" eight full hours on the air.

Actors and Actresses... Edith Barrett, Lee Cobb, Jane Cowl, Frank Craven, Florence Eldridge, Clifton Fadiman, Ruth Gordon, Walter Hampden, Rush Hughes. Elsa Lanchester, Charles Laughton, Elliott Lewis, Fredric March, Herbert Marshall, Burgess Meredith, Martha Scott, Margaret Sullavan, Virginia Vale, Loretta Young.

Comedians... Roy Atwell, Arthur Q. Bryan, Ed Gardner as "Archie," Eddie Green, Edward Everett Horton, Danny Kaye, Alan Mowbray, Colonel Stoopnagle.

Writers... Marjorie Bartlett, John Tucker Battle, True Boardman, Abe Burrows, Norman Corwin, Nat Curtis, Helen Deutsch, George Faulkner, Sylvia Fine, Eddie Foreman, Keith Fowler, Frank Galen. John Houseman, Sinclair Lewis, Alan Lomax, Harold Medford, Brewster Morgan, Stuart Palmer, Nicholas Ray, Roswell Rogers, Booth Tarkington, John Whedon, P. G. Wodehouse.

Directors... Philip Cohan, Norman Corwin, David Elman, Ed Gardner, Alfred Hitchcock, John Houseman, Brewster Morgan, Earle McGill, Ken Niles, Davidson Taylor, Glenhall Taylor, Charles Vanda, George Zachary.

Music... Larry Adler, Howard Barlow, David Brockman, Bernard Herrmann, Frankie Hyers, John Kirby, Wilbur Hatch, Jelly Roll Morton, Lyn Murray, Raymond Paige, Earl Robinson, Harry Salter, Albert Spaulding, Joe Venuti, Mark Warnow.

Song... John Boles, Joan Edwards, Fredda Gibson, Golden Gate Quartet, Woody Guthrie, Hall Johnson Singers, Frank Luther, Gertrude Niesen, Paul Robeson.

We hope you will follow the actual program listings—week to week—and join us in listening to "FORECAST". And that you will give us *your* opinion of these new efforts.

CBS

Columbia Broadcasting System

Networks Prepare to Drop ASCAP Music

Stations, Sponsors Told Dec. 31 Is Deadline

For current developments of Broadcast Music Inc., see page 106.

IF IN LATE JULY there was still any lingering belief that in forming BMI the broadcasting industry was merely making a move to secure better terms from ASCAP, and that at the last moment the networks would get together with ASCAP and settle the matter for another five or ten years, it was rudely dispelled by letters sent by NBC and CBS to all their affiliate stations, to all orchestras playing on network sustaining programs and to all advertisers and advertising agencies using the networks' facilities.

Keynote of all letters was the direct statement that after Dec. 31, 1940, no ASCAP music will be broadcast by either network and that stations, bands and advertisers should make their plans accordingly.

Getting Ready

The networks state that they themselves have already taken steps to make the transition as painless as possible and to insure an adequate supply of music following the end of the year.

Meanwhile, Elliott Roosevelt, president of Texas State Network, July 26 became the first broadcaster to accept the new ASCAP licensing agreement, using the move as a springboard to denounce NAB as the tool of the networks and describing BMI as the networks' attempt to extend their "monopolistic control" of radio in the music field. He charged this would give them "life and death power over the whole amusement industry."

Effective July 31, every orchestra playing a sustaining program on NBC must include at least one non-ASCAP number on each broadcast. CBS, which since April has reduced the use of ASCAP music on sustaining programs by 33⅓% and in May eliminated all restricted ASCAP numbers requiring special credits from its remote dance band pickups, will also require one non-ASCAP number from all remote bands beginning Aug. 5. Both networks say that the proportion of non-ASCAP music required will be steadily increased.

In addition to the rapidly-mounting catalog of BMI music, the networks have available music controlled by the Society of European Stage Authors & Composers, by Associated Music Publishers, by G. Ricordi & Co. (Milan), by the Society of Jewish Composers, Publishers & Song Writers, and by other concerns and individuals plus, of course, special arrangements of the entire vast supply of public domain music.

NBC's letter to orchestra leaders suggests they study their signature tunes and if the ones they are currently using are ASCAP numbers that they consider changing them now to numbers they will be able to use after the first of the year. All three of NBC's letters were signed by Niles Trammell, the network's new president. Paul W. Kesten, CBS vice-president and director, signed that network's letter to advertisers and agencies; Edward Klauber, executive vice-president, signed the letter to CBS affiliates, and Lawrence W. Lowman, vice-president in charge of operations, signed the one to orchestras.

IN THE ASCAP WAR, as in others, propaganda is an important weapon. Emanating from ASCAP, the publicity accompanying this photograph states that "because of his pioneering activities in promoting the cultural value of music through the Southwest", ASCAP granted Elliott Roosevelt, president of Texas State Network, the first new license. Shown in the photograph, an event widely publicized by ASCAP, are (l to r) Milton Diamond, attorney; Robert Womboldt, Texas State Network; Elliott; John G. Paine, ASCAP general manager; Louis Bernstein, ASCAP vice-president; A. P. Waxman, ASCAP advertising counsel.

Elliott's Statement

Elliott Roosevelt signed the contract in the presence of a score of newsmen, photographers and ASCAP executives gathered in the ASCAP board room for the ceremony. The contract covered a five-year period from Jan. 1, 1941 for the network. Earlier in the day, Mr. Roosevelt said he had signed individual contracts for the nine TSN stations controlled by himself and his associates: KFJZ, Fort Worth; KABC, San Antonio; KCMC, Texarkana; KPLT, Paris; KBST, Big Spring; KRBC, Abilene; KGKL, San Angelo; WACO, Waco; KNOW, Austin. The remaining affiliates of the chain would sign up within a few days, Mr. Roosevelt said, declaring that none of the 19 stations is a member of NAB.

Mr. Roosevelt said he signed the contract because it offers "all the established names in music" at a "ridiculously low price". Furthermore, he said, "it places the lion's share of the costs at the source which gets the lion's share of the income" in contrast to the present system under which "the networks get most of the advertiser's money but the station pays all the music fees." He added BMI has nothing to offer stations in the way of a library.

Charging that the "chain-controlled NAB" has organized BMI "for the announced purpose of using that music exclusively and barring the music of the 1,100 composers and authors represented by ASCAP," Mr. Roosevelt said he considered this "an extremely dangerous precedent". He said he was not being an "alarmist" but that he saw no difference between organizing a music publishing company and barring all other music publishing offices from the air, and organizing a cosmetic company and barring all other cosmetic companies from the air.

John G. Paine, ASCAP general manager, said that while ASCAP had received some 140 applications for licenses from broadcast stations, Mr. Roosevelt was "given the courtesy of being the first to secure ASCAP's new license because of his pioneering activities in promoting the cultural values of music throughout the Southwest."

SESAC Addition

Society of European Stage Authors & Composers has signed the Arthur P. Schmidt Co. of Boston, obtaining the performing rights to a catalogue of more than 10,000 selections, chiefly in the field of standard music. Founded in 1876, the Schmidt Co. has long been America's largest independent publisher, until now refusing to become associated with any licensing group. Publisher of the works of Edward MacDowell, one of the most popular American composers in the semi-classical field, the Schmidt Co.

(*Continued on page 117*)

ADVICE TO ADVERTISERS AND AGENCIES

NILES TRAMMELL
President, NBC

"In order to avoid possible copyright infringements we recommend that advertising agencies and their clients make an immediate study of their program music problems. Particular care should be taken to check signatures and theme music presently used on your programs to make sure that such music can be broadcast by NBC after the end of the year. We feel that there is much that can be done immediately to accustom yourselves to the new situation which will be in effect on Jan. 1, 1941. For example, you may want to instruct your orchestra leaders to commence using in the body of your NBC programs music which NBC will be licensed to broadcast.

"This problem will involve not only the NBC network shows but also the local programs, whether live or electrically transcribed, which are broadcast over NBC managed and operated stations. We suggest that if you now have any such programs, or contemplate them in the future, that you check carefully material incorporated in them. Many advertisers who already have on hand electrical transcriptions or who make them before the first of the year may contemplate their use on NBC M&O stations *after* Jan. 1. Obviously, such records should be carefully checked to be sure that all musical material will be licensed for broadcast."

PAUL W. KESTEN
Vice-President, CBS

"The gun ASCAP is pointing at our heads will be fired Jan. 1, 1941, after which no ASCAP music will be available for CBS programs. But by that time, with the work that has been done and which can be done by our advertisers and ourselves between now and then, there should be nothing but a blank cartridge in the breech.

"Even a superficial study of the question indicates that ASCAP has been able to throttle broadcasters and advertisers largely because of the unintended cooperation of program builders and the activities of ASCAP song pluggers.

"Reduced to its plainest terms, only one thing is needed between now and Jan. 1 to free radio broadcasting from ASCAP's $4,400,000 squeeze-play. This thing is the determination of radio advertisers that they will popularize only the music which will continue to be available to them after December 31, 1940. And that can be accomplished very simply—just by playing this music on the air on commercial programs. If the transition to non-ASCAP music is begun at once, virtually every hit tune in America should lie outside of ASCAP's clutch before Jan. 1."

WLS, Chicago, has arranged for UP news to be sent by teletype to the *Prairie Farmer*-WLS exhibits at the Illinois, Wisconsin and Indiana state fairs so that fair-goers may be informed of the latest war news.

Programs in Foreign Tongues Continue Under Surveillance

Meeting Under NAB Auspices Emphasizes Note of Americanism; Results Are Reported to FBI

CONTINUANCE of foreign-language programs, but under close surveillance by station managements in order to guard against improper activity during the period of national stress precipitated by the war, was decided upon as the logical course at a meeting of foreign language station operators in New York July 24, held under NAB auspices. NAB President Neville Miller, who presided at the meeting, will appoint a committee to study means of enlarging foreign language programs emphasizing Americanism.

Results of the meeting were reported July 26 by the NAB to Hugh Clegg, special assistant to J. Edgar Hoover, chief of the Federal Bureau of Investigation. Mr. Clegg, it is understood, has been placed in charge of espionage activity, and has evinced a special interest in efforts by broadcast stations to avoid improper use of their facilities.

Their Only Contact

"Following a careful study of the foreign-language broadcasts over domestic stations", Mr. Miller said, "I am happy to say that American broadcasters are rendering a distinctly meritorious and patriotic public service in reaching great groups of our population in the language they understand and reachable through no other media.

"Our foreign-language broadcasts are not foreign broadcasts; they are American broadcasts in a foreign language. These broadcasts are propagating Americanism throughout our foreign-born population. Should broadcasts in foreign language ever be removed a serious blow would be struck in our own campaign of preparedness and national unity. These groups would then be driven to get their news and their concepts of democracy from government-controlled shortwave radio stations abroad broadcasting in their own tongues.

"American broadcasters rendering this foreign-language service have shown a high degree of responsibility in formulating policies designed to protect the best interests of the country. All employes are carefully investigated before hiring and full personnel records are kept. Foreign language news broadcasts are simply translations of the regular news reports taken directly from the wires of the same press services which supply our daily newspapers and radio stations. Scripts are carefully checked and appraised in light of national defense and Americanism. Trusted and competent linguists are employed to exercise careful supervision of everything said over the air to eliminate any sinister influence which may be attempted by those unfriendly to our way of life."

Mr. Miller said complete files of programs and continuities are being kept by stations for inspection by proper Government authorities.

On June 27 Mr. Miller had sent to all stations a questionnaire eliciting information on foreign language broadcasts, to be used as a basis for discussion at the July 25 meeting. Questionnaires had been mailed to 836 stations, and returns were received from 398. Of the latter, 93 indicated they are currently carrying foreign-language broadcasts. In addition, 13 stated that no such programs are now broadcast, indicating they had been carried in the past but were discontinued because of the war stiuation.

The 93 stations currently carrying foreign-language programs enumerated programs in 30 languages. Polish headed the list, with 36 stations, Italian is used on 35, German on 18, Spanish on 17, Hebrew on 15, Swedish on 14, Hungarian on 13, with the remainder 10 or less.

WOV, New York, leading Italian-language station, has announced that, effective Aug. 15, it will broadcast only in English after 6 p.m., moving its Italian programs now aired at night to afternoon hours.

Attending the New York meeting were Arthur Simon, WPEN, Philadelphia; Milton Laughlin, WHAT, Philadelphia; A. W. Dannenbaum Jr., WDAS, Philadelphia; Louis G. Baltimore, WBRE, Wilkes-Barre; Martin Antoncio and Carl George, WGAR, Cleveland; Edythe F. Melrose, WMBC, Detroit; James F. Hopkins, WJBK, Detroit; Quincy A. Brackett, WSPR, Springfield; Gerald Morey, Edwin J. Morey and Ivan B. Newman, WNLC, New London; Aaron Kronenberg, WARD, New York; Samuel Gellard, WLTH, New York; M. S. Novick, WNYC, New York; David Casem, WOV, New York; William I. Moore, WBNX, New York; Aristides G. Lazarus, WEVD, New York; Emil Dorer, WWRL, New York; Frank E. Mason, NBC, New York; Salvatore D'Angelo, WVFW, New York; Joseph Lang, WHOM, Jersey City; J. Franklyn Viola and Forrest U. Daughdrill, New York.

Decade in Raleigh

FORMATION of a Ten-Year Club, honoring employes connected with the station for a decade or more, was announced July 23 by WPTF, Raleigh, N. C. At that time 10 WPTF officials and staff members were presented 21-jewel wrist watches "in appreciation of 10 years loyal service". The 10 cited were J. R. Weatherspoon, president and treasurer of WPTF Radio Co.; S. B. Coley, vice-president; D. L. Cozart, secretary; E. T. Burr, consultant; Richard H. Mason, station manager; Henry Hulick, technical supervisor; Felton Williams, control supervisor; Howard Sugg, transmitter operator; Lacy L. Dawkins, transmitter operator; J. Kingham Scott, musician.

TALL CORN SWEEPSTAKES AGAIN

West Virginia's WCHS Renews Challenge to WHO As KFH Drops; Prizes by WHO

ONCE AGAIN the WHO-Iowa State Fair National Tall Corn Sweepstakes will defend Iowa's supremacy as the "State where the tall corn grows." For the second consecutive year the title has been challenged by WCHS, Charleston, in behalf of West Virginia.

"We have made up our minds we are going to take the title," wrote Howard L. Chernoff, assistant general manager of WCHS. Last year the West Virginia challengers admitted defeat when D. D. Hill, Batavia, Ia., copped the sweepstakes with a stalk measuring 18 feet 2½ inches and bearing an ear. WHO's "ace in the hole" was a 23 foot 10¾ inch stalk grown by Don Radda, Washington, Ia. Radda's entry received a special award but did not qualify for sweepstakes winnings because it did not bear an ear.

West Virginia's prize stalk was 17 feet 9 inches tall.

Also in the 1939 interstate contest, Kansas was represented by KFH, Wichita, exhibiting a stalk measured at 15 feet 4 inches. Clark Luther, KFH promotion manager, this year declined entry in the tall corn competition but offered to stake his State's wheat or tumbleweeds against all comers.

J. O. Maland, in behalf of WHO and Iowa, declined the Kansas challenge on grounds that Iowa is not primarily a wheat-growing State nor are tumbleweeds plentiful. Chernoff dismissed the wheat-tumbleweed contest until West Virginia "is established as the corn champion".

Awards in the WHO-Iowa State Fair National Tall Corn Sweepstakes, to be announced during State Fair week, Aug. 22-30, include $250 in cash and the Col. B. J. Palmer gold trophy. The Iowa winner will receive an Oliver Plowmaster two-bottom tractor plow, retailing at $115.65.

In addition to its individual tall corn contests, WHO also will sponsor the second annual Corn Belt Plowing Match, to name the champion plowman of Iowa and Missouri. The plowmen will enter a national contest to be held Oct. 29 in conjunction with the National Cornhusking Match, near Davenport. Seven Iowa counties plan local matches from which the winners will enter the Corn Belt competition before the national contest. WHO's 1939 contest was claimed as the first plowing match on record with no territorial limits. The national meet will be the first official match in which the winner is to be crowned "Master Plowman of the United States".

WQXR Is Given AP News Rights

Both Sponsored, Sustaining Service Are Included

UNDER an arrangement similar to that made a month previously by WNEW, New York [BROADCASTING, July 1], WQXR, New York, has acquired the rights to broadcast Associated Press news, either sustaining or sponsored, at any period during its broadcast day.

As in the case of WNEW, WQXR's negotiations were conducted through the *New York Daily News*, although the owners of the *News* have no connection, financial or otherwise, with either station. But newspaper intervention was necessary in each instance, as the AP regulations permit the use of its news on the air only through the medium of a member newspaper.

Other Requests

W. J. McCambridge, assistant general manager of AP, said that several other stations have requested contracts for AP news similar to those secured by WNEW and WQXR. Differing from the usual contract, by which the member paper pays a surcharge on its normal AP assessment for the privilege of broadcasting AP news, these contracts call for a specified minimum payment by the station, plus a percentage of the station's net income from the sale of this news to sponsors.

First sponsor signed by WQXR for its AP news broadcasts was Horton Beer, which started July 22 to sponsor a daily news program, 6:25-6:30 p.m. Charles W. Hoyt Co., New York, will take over the period Oct. 7 for Charles Gulden Inc., New York.

WQXR previously had broadcast several periods of AP news daily on a sustaining basis under the press association's "public service" arrangement, through which AP furnishes news to a number of stations and networks for sustaining use, making no charge to the broadcasters except the actual expense of installing and maintaining AP tickers. With the development of AP's "liberalizing" program to permit the broadcasting of its news on a regular commercial basis such as is offered by the other news services, this "public service" basis of operation is gradually being eliminated.

Cosmetic Spots

CUSTODIAN TOILETRIES Inc., Chicago (cosmetics), on July 22 started a 13-week schedule of 10-weekly one-minute transcribed announcements on nine Texas, Oklahoma and Louisiana stations. Being used are KOMA WFAA KGKO KGNC KFYO WOAI KPRC KWKH KVOO. H. W. Kastor & Sons, Chicago, handles the account.

DOROTHY THOMPSON, noted woman columnist, inaugurated a new Canadian Broadcasting Corp. series, *Let's Face The Facts*, on the CBC national network from Montreal on July 21. The talk was at the invitation of Canada's Director of Public Information and was shortwaved to Great Britain. On July 28, Frederick Birchall, *New York Times* correspondent in Canada and former *Times* European press chief gave the second talk in the series.

"Funny thing about WSM. We have one account on there selling a ten cent product and another account selling machine units that start at $795 . . . and both clients say it's one of the best producers on the list."
"Sure. WSM has studied the listening habits of its audience for 16 years with a resulting high in popularity. WSM doesn't cost . . . it pays."
BROADCASTING NATIONAL ASS'N OF BROADCASTERS CONVENTION
SAN FRANCISCO
W Air Castle of the South &
50,000 WATTS
CLEAR CHANNEL
WSM

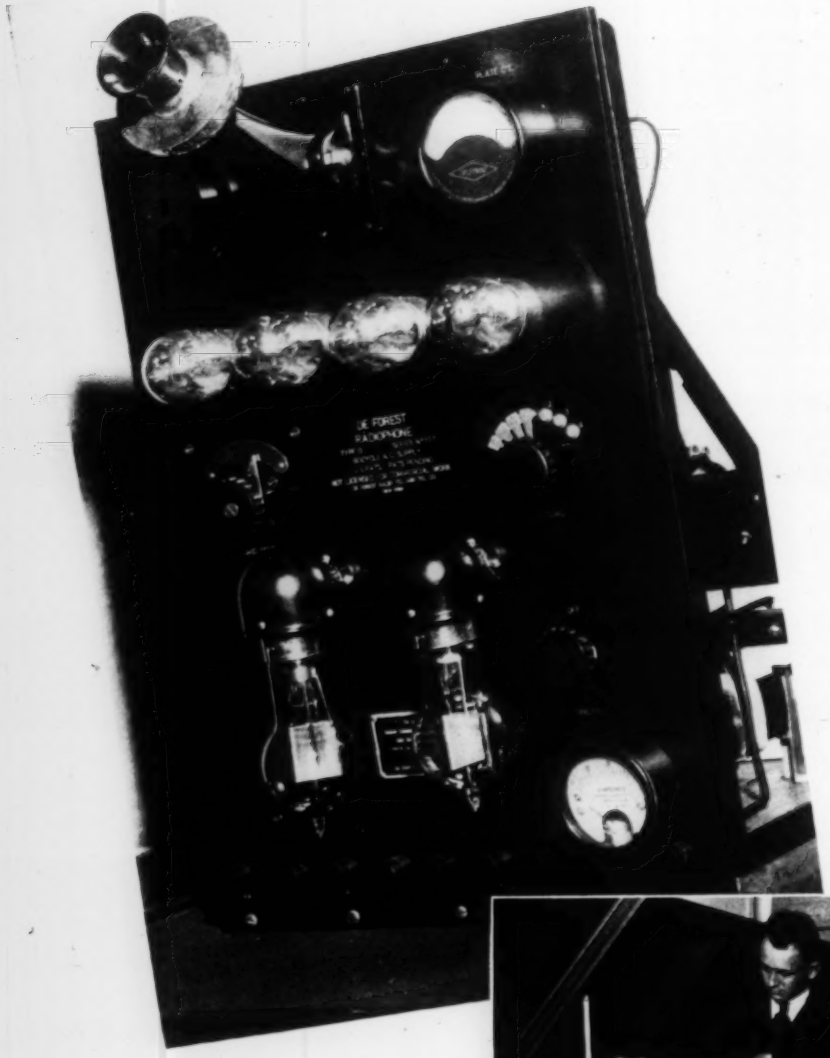
The Mural Room of the St. Francis. Favorite meeting place of San Francisco advertising men . . . as well as the N. A. B.

HARRY L. STONE, Gen'l. Mgr.

NASHVILLE, TENN.

OWNED AND OPERATED BY
THE NATIONAL LIFE AND ACCIDENT INSURANCE COMPANY, INC.
NATIONAL REPRESENTATIVES. EDWARD PETRY & CO., INC.

America's Pioneer Broadcasting Stati



TWENTY YEARS AGO a small but curious gro
in a little room on the fourth floor of The Detro
the evening of August 20, 1920—the evening of WV
incidentally, was *the first regularly scheduled progr
station in America.* A cardboard horn stood before
20-watt de Forest transmitter. Operators excitedly
"Annie Laurie" and "Roses of Picardy" were played
one then played "Taps" and the first WWJ broad

TWENTY YEARS have brought much progress
broadcasting. Twenty years of broadcasting have b
prestige to WWJ also—and a background rich in
accomplishments. For not only has WWJ fully ke
velopment of the radio industry, but of even greate
and held, a listener-preference in Detroit unsurpasse
tion in Michigan . . . equalled by few radio statio

WWJ
National Representatives
George P. Hollingbery Comp
New York -:- Chicago -:- Atl
San Francisco -:- Los Angeles

Above—The original transmitter of WWJ, built by Dr. Lee de Forest. Photo at right shows how recorded music was carried to the transmitter in the early days at WWJ.

Est. August 20, 1920

tation Celebrates 20 Years of Progress

urious group of spectators gathered The Detroit News building. It was ng of WWJ's first broadcast, which, *uled program broadcast by any radio* ood before a telephone "mike" on an excitedly adjusted dials, and then ere played on a phonograph. Some- WJ broadcast was over.

progress to the science of radio and ing have brought great advances and nd rich in experience, memories and fully kept pace with the rapid de- ven greater importance it has gained, nsurpassed by any other radio sta- dio stations in the world.

Above—The modern studio building of WWJ, completed in 1936. At left is WWJ's transmitter building which houses the most up-to-the-minute equipment known to radio broadcasting.

Member NBC Basic Red Network

ON THE FLOOR and in the booths above the speakers' platform national network staffs were busy as birddogs covering activities of the Democratic National Convention, held July 15-18 in Chicago, following a busy week at the Republican Convention in Philadelphia a fortnight before. And as at Philadelphia, WLW-WSAI, Cincinnati, sent a six-man squad to Chicago for independent pickups. In addition to Chicago Stadium, convention site, other broadcasts originated at the Stevens Hotel, Democratic headquarters, and various focal points of convention activity. Hard at work on the Stadium floor during one of the rousing Roosevelt demonstrations, using an NBC "beer mug" transmitter (at left), are Durward Kirby and James Thornburg (in background), engineer of the Chicago NBC staff. In center are three of CBS' convention news luminaries in the CBS booth, eyes fixed on some commotion on the floor—(l to r) Paul W. White, CBS director of public affairs; Albert Warner, CBS Washington commentator; Bob Trout, CBS roving reporter. At right, in the MBS booth in the Stadium, Quin Ryan, manager of WGN, Chicago, and veteran newscaster, spiels off a bit of convention comment as he watches goings on through a window.

Time Sales During Campaign Offset by Convention Losses

Networks Drop $600,000 Covering Nominations; Listeners Protest Dropping of Boxing Match

WHILE the major political parties spent nearly $1,275,000 for time on the nationwide networks during the 1936 campaign, and while they are expected to spend even more this year, the networks are not anticipating any great increase in net profits for 1940 because of political business.

In the first place, the costs of covering the Republican and Democratic conventions have set the networks back for the combined sum of nearly $600,000. Furthermore, as most speeches of Presidential candidates are made before live audiences as well as over the air, they come during the choice evening hours which have already been sold to commercial sponsors.

Entries, Not Revenue

That means that while the political parties are expending large sums for time—and for talent on the displaced commercial programs who get paid whether the programs are broadcast or not—for the networks a great share of the political business means merely a number of bookkeeping entries, but no additional revenue.

In covering the Democratic National Convention from its opening session on July 15 until the close of the demonstration following the address of President Roosevelt from the White House in the early morning hours of July 19, the major networks estimate that their combined costs totaled $233,942. Added to the $364,700 expended in covering the GOP sessions in Philadelphia three weeks previous [BROADCASTING, July 1, July 15] the total reaches $598,642 which the networks spent as a part of their public service operations in keeping the public fully informed.

Out-of-pocket expense for the Democratic coverage is set by NBC at $13,250, by CBS at $25,000 and by MBS at $6,000, a total of $44,250. Commercial cancellations cost NBC $52,267 in lost time revenue after discounts and $35,425 in rebates for talent. CBS lost $75,000 for time and $25,000 for talent. MBS figures its losses at $2,000 for time and talent. The total commercial lost for all networks thus amounts to $189,692. Mutual explains its low losses because it was able to arrange for makeup broadcasts for most of its clients whose regular programs were cut out by convention broadcasts.

Total expenses for each network for the conventions were as follows: NBC, $160,500 for the Republican and $100,942 for the Democratic conventions; CBS, $195,000 and $125,000; MBS $9,200 and $8,000.

Totals for both conventions were: NBC $261,442; CBS, $320,000; MBS, $17,200.

Fight Protests

Democratic coverage costs were uniformly lower than for covering the Republican sessions because the Democratic sessions fell chiefly in the late evening hours and because the Democrats wound up their convention with the Thursday night session and thus did not interrupt normal Friday schedules.

In most cases where the convention received precedence over the program normally scheduled for that time, listeners accepted the substitution without complaint. The sole exception was on July 17, when NBC-Blue carried the convention instead of the Armstrong-Jenkins fight, which would normally have been broadcast under the sponsorship of Adam Hats. At 9 p.m., when the fight was scheduled to start, Senator Robert F. Wagner of New York was reading the Democratic platform and, not wishing to cut him off mid-way, NBC arranged with fight officials to delay the boxing match until 10 p.m.

At 10, however, Senator Wagner was still reading and the fight officials decided not to hold off any longer. A few minutes after 10 the NBC announcer cut into Senator Wagner's speech to announce that the fight would be put on the air the moment the Senator was through. At 10:34 the speech was ended and at almost exactly that moment Lew Jenkins failed to enter the ring for the seventh round and Armstrong was given the decision, which NBC announced almost immediately.

During the half-hour and for an hour afterwards, NBC's switchboards were flooded with calls from indignant fight fans who did not agree with the decision of network officials that the reading of the Democratic platform was an event of more national importance than the fight.

Pro Sports Gets Another Radio Figure as Owner

WITH the disclosure that former Gov. James M. Cox of Ohio is one of Postmaster General James Farley's backers in the purchase of the New York Yankees baseball club from the Jacob Ruppert estate, another radio figure becomes prominently identified with the ownership of sports clubs. Gov. Cox, besides publishing the *Dayton News*, *Miami News* and *Atlanta Journal*, owns WHIO, Dayton; WIOD, Miami, and WSB, Atlanta.

Powel Crosley Jr., operator of WLW-WSAI, Cincinnati, is owner of the Cincinnati Reds, and through WSAI owns the Cincinnati pro football team. G. A. (Dick) Richards and Leo Fitzpatrick, operators of WJR, Detroit, formerly owned the Detroit Lions pro football team but sold their holdings last season. WJAR, Cleveland, also has an ownership stake in the Cleveland Rams pro football team. Howard E. Pill, one-third owner and manager of WSFA, Montgomery, and H. S. Durden, also one-third owner of the station, each holds 37½% interest in the Montgomery baseball club.

Civil Liberties Union Reports

Sees Fewer Complaints Against Radio; Code Has Helped

"FREEDOM on the radio ha shown marked improvement during the year," reports the American Civil Liberties Union in its annual survey of United States civil liberties, published in a 72-page pamphlet titled *In the Shadow of War*. "The new personnel of the FCC has refrained from the pronouncements concerning program which marked the Commission a year ago," the survey continues. Station program managers, under the influence of the new NAB code have shown a far greater appreciation of radio's function in presenting all sides of controversial issues, with the public type of forum discussion becoming more widespread, it stated.

Complaints of exclusion of speakers on the air have fallen off markedly, the Union noting only one instance involving political candidates and another incident involving organized labor.

An examination of the working of the NAB code was made by the representatives of the National Council on Freedom from Censorship, ACLU affiliate, on all types of stations, with the net conclusion that the code has promoted "a far larger and fairer degree of discussion of public issues."

When the President declared a national emergency in September 1939, the Union, fearing that he might act under the law to take over and operate radio stations, reports in the survey that it prepared a bill to take that power from the President. Though such a bill was introduced in Congress it has made no headway, and the pamphlet states that there has been no indication that the power granted the President will be used.

MORE than 2,000 gold carnations were distributed to delegates, alternate committeemen and distinguished guests at the Democratic convention in Chicago by MBS. The flowers were tagged with "compliments of MBS" and given out by attractive blonde girls.

WBZ DOMINATES BOSTON!

New Directional Antenna, on New Strategic Location Focuses WBZ's 50,000 watts Full on Metropolitan Boston, Making WBZ Your Best Buy in Boston!

It's time to change all your old ideas about radio stations in Boston. It's time to know that *one station* dominates the city of Boston and all its suburbs.

WORLD'S MOST MODERN 50,000 WATT TRANSMITTER—WBZ Boston has the world's most modern, thoroughly efficient 50,000 watt transmitter. It dominates Boston because its signal is so clear, so powerful, and so far-reaching. But WBZ Boston has more than a sensational new transmitter . . .

NEW, STRATEGIC LOCATION FOR TRANSMITTER—On the clear unobstructed shore of Boston Harbor, directly across from the city itself, you can see two gigantic towers looming on the horizon. That paradise for transmitting facilities at Hull, Mass., is the *new location* of WBZ's powerful 50,000 watt transmitter. But even that's not all the news . . .

NOW! MORE EFFICIENT TYPE OF DIRECTIONAL ANTENNA—Westinghouse engineers use a type of directional antenna especially suited to WBZ requirements. This directional antenna directs the full force of Boston's WBZ in a great, invisible stream right on the city and its suburbs. All of WBZ's power goes to Boston and inland. Now—right now—one station dominates Boston and its suburbs, one station supplies a minimum strength of 50 MV/M in the city of Boston and a dominating 10MV/M carrier in the outer reaches of Metropolitan Boston. That station is WBZ!

BETTER LISTENING, MORE LISTENING

Put your programs on Boston's WBZ. It provides better listening for 2,500,000 people in the rich Boston market . . . and *better* listening means *more* listening! New power, new transmitter location, new directional antenna, new and better coverage make WBZ your *Best Buy* in *Boston.*

EASY TO BUY! Westinghouse Station WBZ is represented nationally by the National Broadcasting Company Spot Sales Office (New York, Chicago, San Francisco, Boston, Cleveland, Detroit, Hollywood, Pittsburgh). The WBZ studios are in Hotel Bradford, Boston. Ask for complete information on WBZ.

NEW TRANSMITTER WENT INTO OPERATION JULY 27TH!

• • •

WBZA| SPRINGFIELD (1,000 WATTS) IS SYNCHRONIZED WITH WBZ BOSTON

WBZ *a Westinghouse Station*

MBS to Include 150 Stations for Baseball Classic

Gillette Again to Sponsor World Series Broadcasts

FOR THE second consecutive year the World Series baseball games will be broadcast exclusively over Mutual Network, sponsored by Gillette Safety Razor Co., Boston, sponsor of the baseball classic last year. More than 150 stations in the United States, Canada, Mexico and Hawaii will be included in the list carrying the games, MBS announced, and shortwave facilities will take the play-by-play descriptions to all parts of the world.

Deal, which adds $100,000 to baseball's post-season receipts, was announced July 22 from the Chicago office of Judge Kenesaw Mountain Landis, baseball's high commissioner. Contract was signed by Judge Landis, J. P. Spang Jr. Gillette president, and Fred Weber, general manager of MBS. The $100,000 fee for the broadcasting rights will be divided among the two pennant winners, the commissioner's office, the leagues and the clubs in the same manner as are the gate receipts. The broadcasts of the 1939 series added nearly $600 apiece for each member of the series-winning New York Yankees.

Background of Series

Last year's World Series broadcasts were carried by 238 stations, including some affiliates of both NBC and CBS but not, curiously enough, by either WLW or WSAI, Cincinnati stations owned by the Crosley Corp., whose president, Powel Crosley Jr., is owner of the Cincinnati Reds, the National League champions. MBS had offered the broadcasts to WLW and when that was rejected the network in turn refused to accept the offer of WSAI to carry the Series without charge. NBC and CBS were reported to have made a similar offer to Gillette, which was rejected because of the company's commitment to MBS, and to have attempted to get their affiliates not to accept the MBS broadcasts [BROADCASTING, Sept. 15, Oct. 1, Oct. 15, 1939].

This controversy was called to the attention of the FCC, and is referred to in the report of the committee appointed by the Commission to supervise the investigation of chain broadcasting (the so-called Monopoly Report) as an illustration of the detrimental effect of exclusive outlet contracts. The report states:

Past Sponsors

"Mutual obtained exclusive privileges from the baseball authorities for the broadcasting of the series with the Gillette Co. as commercial sponsor. It then attempted to purchase time from stations in various communities, making offers to stations which were then under contract with other networks. Columbia and National immediately called upon their outlet stations to respect the provisions of their contracts under penalty of jeopardizing their rights under the contracts. This prevented certain licensees from accepting a program for which they believed there was public demand and which they thought was in the public interest.

"It also deprived the advertiser of network advertising in some areas, and prevented the licensee from receiving income which could have been obtained from acceptance of the program series. Mutual, on the other hand, refused to allow other stations to broadcast the program in communities where it had exclusive outlets and also refused the program to stations in other communities which it considered were within the areas covered by Mutual outlets. As a result, thousands of potential listeners failed to hear the World Series of 1939."

The World Series of 1938 was broadcast as a sustaining feature by the major networks. The three previous years, 1935, 36 and 37, the Ford Motor Co. sponsored the series' broadcasts on NBC, CBS and MBS. Each year the baseball industry received from radio a fee of $100,000 for the broadcast rights.

Mutual listeners were informed of this year's Series broadcast plans in a special MBS broadcast the evening of July 22. Program originated in Chicago and New York and included Leslie J. O'Connor, secretary to Judge Landis; Mr. Spang; William Harridge, president of the American League; Ford Frick, president of the National League; Bob Elson and Red Barber, MBS baseball announcers who will probably be chosen to broadcast the 1940 Series.

FOR THE SECOND straight year exclusive broadcast rights for the World Series went to Gillette Safety Razor Co., Boston, and MBS, following a July 22 meeting with baseball officials in Chicago. Here (l to r) are Judge Kenesaw Mountain Landis, baseball's high commissioner, Fred Weber, general manager of MBS, and J. P. Spang Jr., Gillette president, who is putting his John Henry on the $100,000 line.

Sunnyvale on Don Lee

SUNNYVALE PACKING Co., San Francisco (Rancho Soups) has launched a 52-week radio campaign over 31 Don Lee stations on the *Bess Bye, the Market Scout* program, Mondays, Wednesdays and Fridays, 8:40 to 8:45 a. m., PST. In addition the advertiser is using the same program Tuesdays, Thursdays and Saturdays over nine stations of the Mutual network in Northern California. Account was placed through Lord & Thomas, San Francisco.

Radio's Refugees

MEMBERS of the Canadian Association of Broadcasters, collaborating with the CBC, have agreed to find places in the homes of Canadian broadcast executives and employes for children of the employes of the British Broadcasting Corp. to be evacuated from England. Station managements also agreed to canvass radio advertisers and advertising agencies. The children are between ages 5 and 16. Maj. Gladstone Murray, CBC general manager, and Harry Sedgewick, CFRB, Toronto, who is president of the CAB, have been delegated as special officers to handle the project.

'RAMPARTS' PLUGGED

Van Vorhis Flits Wildly in Shower of Spots

ALL FOUR Washington stations participated in the ambitious promotion campaign conducted July 21-25 in the nation's capital in connection with the world premiere of the movie, "The Ramparts We Watch", sponsored by the editors of *Time* and *Life* magazines and the *March of Time* staff. Claimed the largest individual promotion campaign ever arranged in Washington, 132 live announcements were carried on the four local stations—WRC, WMAL, WJSV, WOL—during the five days, all voiced by Cornelius Van Vorhis, the voice of the *March of Time* series.

From 4 o'clock July 21 through July 25 Announcer Van Vorhis made a one to 5-minute announcement every 15 minutes, each time on a different station, from 8 a. m. until 11 p. m. each day. A car with chauffeur was furnished for his shuttling back and forth among the stations, and special permission was granted for parking privileges at studio entrances. Stanley Bell, of the NBC sales staff, met Van Vorhis on his arrival and accompanied him to all his broadcasts.

At the world premiere of the picture, held July 23 at the local Keith's Theatre, WRC-WMAL, Washington, NBC stations, carried two programs before and after the invitation showing, incorporating first-night descriptions and interviews with Government officials and other prominent guests.

'Screen Guild' Returning

GULF OIL Corp., Pittsburgh, will bring the *Screen Guild Theatre* back to the air in October on CBS in the interests of its gasoline and motor oil. Program presents each week a different set of Hollywood stars who donate their services with the sponsor turning the normal talent charges over to the Motion Picture Relief Fund, which is using the money to build a home for the needy and indigent of the film industry. Series started on CBS about a year and a half ago as a Sunday evening feature and will return to the Sunday spot, 7:30-8 p.m., following its summer layoff, during which time the sponsor is presenting *Adventures of Ellery Queen* in the same period. Agency is Young & Rubicam, New York.

Radio Sends Own Reporters to Cuba

TO COVER the Inter-American Conference on Hemisphere Relations, which started July 20 in Havana, Cuba, CBS sent a special staff of four experts to attend the meeting and arrange for special broadcasts during its session. Sterling Fisher, CBS director of education, was in charge of the event, while commentators were Albert Warner, CBS Washington correspondent; Alberto Zalamea of the CBS shortwave division, and Howard Pierce Davis, former foreign editor of the *Boston Transcript*.

The regular CBS *People's Platform* program July 20 originated at the conference with Mr. Davis officiating and delegates to the conference as guest speakers. Mr. Fisher also supervised a demonstration in Spanish of the CBS *School of the Air* and arranged for talks by the statesmen in the 10:15-10:30 p.m. period on July 24, 25 and 27. Albert Warner gave a daily report of developments during the conference on the *World Today* news program at 6:45 p.m., and Mr. Zalamea shortwaved a report in Spanish to CBS in New York for recording and re-shortwaving later in the evening to Latin America.

Daily Broadcasts

To further favorable relations among the Americas, CBS has established a shortwave studio in Inter-America House at the New York World's Fair, from which noteworthy events will be shortwaved to South America via WCBX, New York, and WCAB, Philadelphia, CBS two shortwave stations. This new schedule was inaugurated July 24 with a program commemorating "Simon Bolivar Day," in honor of the great liberator. Consul generals of six South American countries were guest speakers. Earlier that day, Dr. John Crane, Brazilian author, broadcast a talk on Simon Bolivar on CBS as part of *Columbia's Lecture Hall*, 4-4:15 p.m.

NBC arranged for two daily broadcasts from the conference beginning July 20 and continuing for the duration of the meeting, at approximately 7:15-7:25 p.m. on NBC-Red, and on the Blue from 10-10:10 p.m. Edward Tomlinson, NBC's expert on Pan American affairs, analyzed each day's events on the two daily programs from Havana. Howard J. Trueblood, Latin American expert of the Foreign Policy Assn., gave a special talk on the meeting July 21 on NBC-Blue, 3:15-3:30 p.m.

Fulton Lewis jr. is covering the conference for MBS. Leaving Washington, where he is Mutual's regular correspondent, immediately after his broadcast on July 22, Lewis flew to Havana, from which he broadcasts his regular program each evening, summarizing the day's happenings. In addition, Lewis has had a number of special broadcasts presenting outstanding events of the conference.

NEW subscribers to International News Service include: KEAW, Reynosa, Mexico; WINX, Washington; WLLH, Lowell; WFTM, Ft. Myers, Fla.; KJBS, San Francisco; WEVD, New York; KRIC, Beaumont; WIL, St. Louis.

Ma Perkins——☆
Pepper Young's Family——☆
Vic and Sade——☆
Stella Dallas——☆
Mary Marlin——☆
Road of Life——☆
Backstage Wife——☆
The Guiding Light ☆
Young Widder Brown
Lorenzo Jones——☆
David Harum——☆
Girl Alone——☆
The O'Neills——☆
Highlights of the Bible——☆
Preview of New Radio Recordings—☆
The Man I Married ☆
Midstream——☆
Ellen Randolph——☆
Woman in White—☆
Against the Storm—☆
Kitty Keene——☆
Valiant Lady——☆
Arnold Grimm's Daughter——☆
Hymns of all Churches
Light of the World ☆
Li'l Abner——☆
Luncheon at the Waldorf——☆
Farm and Home Hour
Catholic Hour——☆
By Kathleen Norris ☆
Houseboat Hannah ☆
Beat the Band——☆
H. V. Kaltenborn—☆
University of Chicago Round Table——☆
Betty Crocker——☆
The Lincoln Highway
Lone Journey——☆
Heart of Julia Blake
Nature Sketches—☆
Latest Newscasts—☆

★ **The finest schedule of daytime programs in the world will unquestionably attract the greatest number of women listeners in any market.**

In Chicago it's on.... **WMAQ**

50,000 WATTS—670 KC. CHICAGO
KEY STATION OF NBC RED NETWORK

It happened in '35 AT COLORADO SPRINGS

The highlight at the N. A. B. Convention at Colorado Springs back in 1935 was the birth of NBC THESAURUS—"treasure house of recorded programs."

NBC introduced this service to help local stations secure new advertising revenue through the "big time" programs which advertisers could get at economical cost.

In '35, NBC Thesaurus started off with 580 selections. Today it has 3000. These include programs of dance music, popular vocal music by groups and soloists, instrumental solos, mountain music, concert and symphonic selections, as well as mood music and sound effects.

From the very first, NBC Thesaurus has been successful. Because it offers a real service to broadcasters. Its "name" talent includes 75 individual artists and musical groups, names that listeners know—names that can be used profitably—names like

Rosario Bourdon
Xavier Cugat
Al Donahue
Jimmy Dorsey
Shep Fields
Fields & Hall
Hildegarde
Harry Horlick
Richard Leibert
Mary Lewis
Vincent Lopez
The Master Singers
Russ Morgan
Will Osborne
Ranch Boys
Allen Roth
Jan Savitt
Nathaniel Shilkret
Ted Steele
Thomas L. Thomas
and many others

NBC Thesaurus Service provides weekly continuity for 21 outstanding program series—a total of 65 individual program periods a week. In addition, Thesaurus offers the extra advantage of NBC ORTHACOUSTIC—recording which literally makes programs sound like live studio broadcasts.

—and it's meant more profits for stations ever since!

...and in San Francisco in '40...

We'll be at the St. Francis Hotel during the N. A. B. Convention. Be sure to visit us to hear and see the new ideas and new plans we have, to make NBC Thesaurus and NBC Syndicated Programs work even harder and with greater results for you. If you are unable to drop around to see us, be sure to write your nearest NBC office for full details.

These stations are subscribers to NBC THESAURUS Service:

Anniston	WHMA	Nampa	KFXD	Bay City	WBCM	Charlotte	WSOC	Knoxville	WROL	Hamilton, Ont.	CKOC
Birmingham	WSGN	Wallace	KWAL	Detroit	WXYZ	Goldsboro	WGBR	Memphis	WMC	Hull, Quebec	CKCH
Gadsden	WJBY			Flint	WFDF	Hickory	WHKY			Kelowna, B. C.	CKOV
Huntsville	WBHP	Aurora	WMRO	Kalamazoo	WKZO	Raleigh	WPTF	Austin	KTBC	Kirkland Lake, Ont.	CJKL
Mobile	WALA	Chicago	WENR-WMAQ	Lansing	WJIM	Wilmington	WMFD	Beaumont	KFDM	Lethbridge, Alberta	CJOC
Montgomery	WSFA	Cicero	WHFC	Muskegon	WKBZ			Dallas	WFAA	London, Ont.	CFPL
Opelika	WJHO			Pontiac	WCAR	Fargo	WDAY	El Paso	KTSM	Montreal, Quebec	CFCF
								Houston	KPRC	North Bay, Ont.	CFCH
Phoenix	KTAR	Anderson	WHBU	Duluth	WEBC	Akron	WAKR	San Antonio	WOAI	Regina, Sask.	CKCK
Prescott	KYCA	Fort Wayne	WOWO	Mankato	KYSM	Cincinnati	WCKY	Sweetwater	KXOX	Saskatoon, Sask.	CFQC
Tucson	KVOA	Indianapolis	WIBC	Minn.-St. Paul	KSTP	Cleveland	WTAM			Sudbury, Ont.	CKSO
						Columbus	WCOL			Sydney, N. S.	CJCB
Fort Smith	KFPW	Des Moines	WHO	Jackson, Miss.	WJDX	Dayton	WING	Provo	KOVO	Timmins, Ont.	CKGB
Hot Springs	KWFC	Dubuque	WKBB			Lima	WLOK	Salt Lake City	KDYL	Toronto, Ont.	CBL
Little Rock	KLRA	Mason City	KGLO	Columbia	KFRU	Mansfield	WMAN			Trail, B. C.	CJAT
				Joplin	WMBH	Portsmouth	WPAY	Waterbury, Vt.	WDEV	Val d'Or, Quebec	CKVD
Bakersfield	KPMC	Coffeyville	KGGF	St. Joseph	KFEQ	Toledo	WSPD			Vancouver, B. C.	CJOR
Beverly Hills	KMPC			St. Louis	KSD			Lynchburg	WLVA	Winnipeg, Man.	CKY
Fresno	KMJ	Kansas City	KCKN	Springfield	KGBX	Ardmore	KVSO	Richmond	WMBG	St. John's, N. F.	VOCM
Monterey	KDON	Lawrence	WREN			Oklahoma City	WKY	Suffolk	WLPM		
Sacramento	KFBK	Salina	KSAL	Billings	KGHL	Okmulgee	KHBG				
San Diego	KFSD	Wichita	KANS					Seattle	KJR-KOMO	Bogota, Col.	HJCF
San Francisco	KGO-KPO			Omaha	WOW	Bend	KBND			Caracas, Venez.	YV5RS
San Jose	KQW	Louisville	WAVE	Scotts Bluff	KGKY	Medford	KMED	Beckley	WJLS	Colon, Pan.	HP5K-HP5O
Santa Barbara	KTMS	Owensboro	WOMI			Portland	KEX-KGW	Huntington	WSAZ	Mexico City, Mex.	XEW
Visalia	KTKC			Laconia	WLNH			Welch	WBRW	Guatemala City	TGW
		Monroe	KMLB	Manchester, N. H.	WFEA	Easton	WEST	Wheeling	WWVA	Georgetown, Br. Guiana	VP3BG
Colorado Springs	KVOR	New Orleans	WSMB	Portsmouth	WHEB	Hazleton	WAZL			Berne, Switz.	S.R.
Denver	KOA	Shreveport	KTBS			Johnstown	WJAC	Janesville	WCLO		
Lamar	KIDW			Atlantic City	WBAB	Newcastle	WKST	Madison	WIBA		
				Jersey City	WAAT	Philadelphia	KYW			Melbourne	3DB
Waterbury	WBRY	Portland, Me.	WCSH			Pittsburgh	KDKA	Rock Springs	KVRS	Perth	6ML
				Albuquerque	KOB	Pittsburgh	WPIT			Sydney	2CH
Wilmington	WILM			Carlsbad	KLAH	Reading	WRAW				
		Cumberland, Md.	WTBO			Scranton	WARM	Fairbanks, Alaska	KFAR	Amalgamated Wireless, Ltd.	
Washington, D.C.	WMAL-WRC			Buffalo	WBEN-WEBR	Uniontown	WMBS	Honolulu, Hawaii	KGU	New Zealand	
				Freeport	WGBB			Manila, P. I.	KZEG-KZRM	Auckland	Christchurch
Jacksonville	WJAX			New York	WEAF-WJZ	Providence	WPRO			Dunedin	Wellington(2)
Miami	WIOD	Boston	WBZ	New York	WMCA			Calgary, Alberta	CFAC		
Tampa	WFLA	Boston	WBOS	Ogdensburg	WSLB	Charleston	WCSC	Edmonton, Alberta	CJCA	Capetown	So. Africa
		Lawrence	WLAW	Olean	WHDL	Columbia	WIS	Fort William, Ont.	CKPR	Durban	So. Africa
Atlanta	WSB-WAGA	New Bedford	WNBH	Plattsburg	WMFF	Greenville	WFBC	Fredericton, N. B.	CFNB	Johannesburg	So. Africa
Augusta	WRDW	Springfield	WBZA	Poughkeepsie	WKIP			Halifax, N. S.	CHNS		
Moultrie	WMGA	Worcester	WORC	Schenectady	WGY-WGEA	Aberdeen	KABR				
						Sioux Falls	KSOO				

NOTE TO ADVERTISERS: *If you are planning a local or spot radio campaign in any of the above markets, ask the THESAURUS station to audition any one or all of the twenty-one THESAURUS Program Series. They are established in listener popularity—ready to go to work for you!*

NBC Radio-Recording Division

NATIONAL BROADCASTING COMPANY

A Radio Corporation of America Service

Radio City, New York • Merchandise Mart, Chicago • Sunset and Vine, Hollywood

Highlights of NRDGA Are Published by CBS In Promotion Brochure

IN A LARGE (12 x 18") brochure, titled "What the Department Stores have found out about the impact of Radio", CBS has printed (in henna and black) highlights of the radio panel discussion at the 1940 annual meeting of the National Retail Dry Goods Assn. [BROADCASTING, Feb. 1].

Booklet is being mailed to advertisers and agencies by CBS with a letter pointing out that "no group in America knows more about the next day's results from advertising than the men and women who spend the department store advertising dollar" and that the summary of their experiences with radio makes "a useful report for every . . . advertiser who wants more results for his money."

Together with condensations of the discussion, the brochure presents four conclusions of the department store executives: "Radio gives greater coverage than is possible through the use of any other media available to department stores at any reasonable cost. Radio is used as much in a farm house as in a New York apartment.

"Radio offers a variety of techniques, all good for the retailer, each of which, used for its proper purpose, will produce satisfactory results.

"Radio provides an extraordinarily low cost ratio to sales, as low as 3% against direct sales of all radio-advertised merchandise.

"Radio gives results in creating a definite personality for the store, in selling specific merchandise, in building good will, in selling the policies of the organization."

Cummer Change

CUMMER PRODUCTS Co., Bedford, O., has started *Manhattan at Midnight*, a weekly half-hour dramatic series, on NBC-Blue, replacing *What Would You Have Done?*, audience participation show previously sponsored by this company in the same period, Wednesday from 8:30 to 9 p. m. New series takes the place of *Metropolitan Airport*, originally scheduled to succeed the quiz show. Advertising is handled by Young & Rubicam, New York.

Democrats Adopt Free Radio Plank

AS DID the Republicans at their June convention, the Democratic National Convention on July 10 adopted a platform plank affirming the freedom of radio and suggesting legislative steps to assure the same protection from censorship now afforded the press under the Constitution. The Democratic platform framers adopted the plank, and it was included in the platform unanimously adopted by the convention, after NAB President Neville Miller had appeared before the resolutions committee at Chicago to urge it. The plank reads:

"Radio has become an integral part of the democratically accepted doctrine of freedom of speech, press, assembly and religion. We urge such legislative steps as may be required to afford the same protection from censorship that is now afforded the press under the Constitution of the United States.

"We must strengthen democracy by improving the welfare of the people. We place human resources first among the assets of a democratic society."

The Republican platform's section on radio reads as follows:

"The principles of a free press and free speech, as established by the Constitution, should apply to the radio. Federal regulation of radio is necessary in view of the natural limitations of wave lengths, but this gives no excuse for censorship. We oppose the use of licensing to establish arbitrary controls. Licenses should be revocable only when, after public hearings, due cause for cancellation is shown."

Behind-the-Scenes Encounter Is Waged As Democrats Adopt 'Free Radio' Plank

A BEHIND-THE-SCENES battle over adoption of the "free radio" plank in the Democratic National Convention platform took place in Chicago in mid-July, with Senator Wheeler (D.-Mont.) responsible in the final analysis for both the Resolutions Committee's and the convention's action. Flanking Senator Wheeler in his battle to push through the plank, over the steadfast opposition of Senator Wagner (D.-N. Y.) chairman of the committee, were Senators Harrison (D.-Miss.) and Byrnes (D.-S. C.).

While clear-cut in an anti-censorship sense, the plank would have been far stronger had Senator Wheeler and his adherents had their way. The committee representing the broadcasting industry had proposed five-year licenses, a declaration against program censorship and other assurances against undue governmental interferences. The convention committee, however, stripped the resolution to the expression of "free radio" on a parity with the press.

Senator Wheeler had sought an even stronger expression, proposing that all parties involved in revocation or license renewal proceedings be given a judicial review both on the law and the facts. He did not support flat five-year licenses for broadcast stations, but favored a "longer" license term than the three years now specified in the law, or the one-year tenure now authorized by the FCC within its discretionary power.

Sen. Wagner's Opposition

Senator Wagner's opposition to any radio plank at all was unexplained. He opposed vigorously, it is understood, the longer license term provision. It is presumed the FCC had been contacted in this connection, and that Chairman Wagner, as the Administration spokesman on the committee, had reflected the FCC's views.

NAB President Neville Miller headed the industry contingent which appeared before the Platform Committee. In Chicago also were John A. Kennedy, West Virginia Network, chairman of the NAB Legislative Committee, and Harry C. Butcher, Washington vice-president of CBS, also a legislative committee member. Walter J. Brown, vice-president and general manager of WSPA, Spartanburg, S. C., until recently a prominent Washington newspaper correspondent, also is reported to have given the NAB committee great assistance in bringing about action on the plank.

DIRECT from the farm of Wendell L. Willkie, Republican Presidential nominee, near Rushville, Ind., WLW, Cincinnati, recently carried interviews with some of the homey folks playing a part in his agricultural activities. Here are (l to r) Elizabeth Bemis, woman's news commentator of WLW, and Ed Mason, WLW farm program director, interviewing Miss Mary Sleeth, manager of the Willkie agricultural interests. At right is Howard Chamberlain, of the WLW program department. Before her marriage, Mrs. Willkie was an assistant to Miss Sleeth in the public library at Rushville.

Woodbury Spots on 60

ANDREW JERGENS Co., Cincinnati, on Aug. 1 starts an eight-week campaign of 30-second to one-minute transcribed announcements for Woodbury's soap thrice weekly on 60 stations throughout the country. The list is similar to the 60 NBC-Blue stations carrying the company's Sunday evening program, *The Parker Family*. The campaign will promote the offer of a package of four cakes of Woodbury soap for the regular price of three plus one cent. Agency is Lennen & Mitchell, New York.

MICROPHONE MOODS of the Willkie's, as snapped on the GOP Presidential Candidate's Colorado vacation trip. Left photo shows Mr. Willkie facing battery of Denver microphones, flanked by Gov. Carr, of Colorado, as he arrived in Denver's Union Station; program was relayed to MBS by KFEL. In second picture he is interviewed en route in Omaha by KOIL's Cliff Johnson and A. J. Carlson. At Denver (third photo) F. W. Meyer, KLZ manager, presented him with a blownup fishing license, measuring 2 x 3 feet—Colorado Fishing License No. 1. In photo at right Wauhillau Lahay, of KLZ-KVOR, interviews Mrs. Willkie (left), as Manager Dud Tichenor, of KVOR, Colorado Springs, looks on. This was said to be her first interview with a woman radio reporter, and a transcription was presented to Mrs. Willkie.

Fall bookings are highest in WPRO's history.
Place your fall schedules NOW!

W *e're on 630 kilocycles*
the best frequency in Rhode Island.

P *ower 5,000 watts unlimited*
(greatest full-time power in Rhode Island).

R *CA 5DX transmitter just installed.*
Also new 400 ft. Blaw-Knox towers
erected in salt water marshes.

O.K. *in New England*

WPRO • *Providence, Rhode Island* • **CBS Basic**

National Representatives: *Paul H. Raymer Co.*

New Regionals, Locals Granted

Syracuse, Paterson Get 1 kw.; Marion, Riverside Locals

FOUR new broadcasting stations, two of them regionals, were authorized for construction by the FCC in July 17 decisions, all being granted without hearings. The regional stations will be located in Salina, N. Y., a suburb of Syracuse, and in Paterson, N. J. The new locals will be located in Marion, O. and Riverside, Cal., in neither of which communities a station now operates.

The Salina, N. Y. grant to all intents and purposes gives Syracuse another station, and was made to the Sentinel Broadcasting Corp., allocated 1,000 watts fulltime on 620 kc., using directional antenna. Its officers and stockholders are Frank C. Revoir, motor dealer, president, 70%; William T. McCaffrey, president of the Lincoln National Bank of Syracuse, vice-president, 10%; Alexis M. Muench, candle manufacturer, vice-president, 10%; Francis E. Doonan, bookbinding and printing business, 10%.

The Paterson, N. J. grant was to North Jersey Broadcasting Co. Inc., and authorizes a 1,000-watt daytime station on 900 kc. The officers and stockholders are James B. Cosman, tube sales manager for Federal Telegraph Co., president, 49%; Mrs. Ella M. Cosman, secretary-treasurer, 1%; Frank B. Falknor, CBS chief engineer in Chicago, vice president, 25%; Rex Schepp, CBS Chicago salesman, 25%.

The Local Grants

The station in Riverside, Cal. was granted to Riverside Broadcasting Co., and was authorized to use 250 watts fulltime on 1420 kc. President of the company is Richard T. Sampson, owner of 2½% of the stock and subscriber to an additional 47½%; he is now chief engineer of KAWM, Gallup, N. M. Vice-president is James K. Guthrie, musician and conductor of San Bernardino, owning 15%; secretary-treasurer is Howard H. Hayes, tourist auto service owner and director of the Riverside *Enterprise and Press*, 15%. Other stockholders are Harry W. Hammond, publisher of the *Riverside Enterprise and Press*, 15%, and J. C. and E. W. Lee, co-owners of KFXM, San Bernardino, 2½% each.

At the same time it made the Riverside grant the Commission ordered a hearing on the application of Mollin Investment Co., of Riverside, for a new 500-watt daytime station there on 1390 kc.

The station in Marion, O., was granted to Marion Broadcasting Co., using 250 watts fulltime on 1500 kc. President and prospective manager of the station is Robert T. Mason, younger brother of Frank E. Mason, NBC vice-president who with his wife are the financial backers. Young Mason holds 35% of the stock, while 32½% each is held by Mr. and Mrs. Frank Mason, designated as vice-presidents. Secretary-treasurer is Howard F. Guthrie, of Marion, secretary of the Ohio Civil Service Council.

EXECUTIVES of Wesson Oil & Snowdrift Sales Co., New Orleans, and WLS, Chicago, literally ate up a recent demonstration held in the studios of the station when Ruth Williams, home economics director of the oil company, prepared a variety of spring salads. The feast was described over the air by Martha Crane and Helen Joyce, directors of the Wesson *Feature Foods* program on WLS. Shown (l to r) are Martha Crane; Ruth Williams; George Losey, producer; Al Boyd, production manager; Chick Freeman, WLS salesman; H. N. Wick, western sales, and E. L. Reinke, district Wesson manager; Frank Baker WLS continuity head.

Gets Bridgeport Local

A SECOND station in Bridgeport, Conn. was authorized by the FCC July 19 in an order granting the application of Harold Thomas for a new station with 250 watts on 1420 kc. Mr. Thomas is also owner and operator of WATR, Waterbury, Conn., and WBRK, Pittsfield, Mass.

New Transmitter Plant Of WIP Is Dedicated

WIP, Philadelphia, on Aug. 1 formally dedicated its new $80,000 5,000-watt transmitting plant, located at Belmawr, N. J., a few miles from downtown Philadelphia. A large number of theatre and radio personalities, along with mayors of various cities in the listening area, participated Aug. 1 in a special two-hour dedicatory program from 8 to 10 p.m. In addition to dedicatory remarks from FCC Chairman Fly and Neville Miller, NAB president, brief statements were made by Bernard F. Gimbel, president of Gimbel Bros.; Ellis A. Gimbel, chairman of the board, and Benedict Gimbel Jr., president of WIP, who also was host at a dedication dinner. As a feature of the dedication, the station inaugurated hourly broadcasts, on a 24-hour basis, of the Arlington time signals.

The plant incorporates a 5,000-watt Western Electric transmitter and a directional antenna system with two 275-foot towers. The transmitter building, designed by Silverman & Levy and constructed by Charles J. Laesslie Jr., includes kitchen, sleeping quarters, studio, office, workshop, laboratory and a two-car garage. The entire construction project was under supervision of Clifford C. Harris, WIP technical supervisor. It is planned to completely dismantle the former transmitting plant, built three years ago at a cost of $55,000.

Golden Gate's De Forest Day

DR. LEE DE FOREST will be honored Sept. 7, when the Golden Gate International Exposition names the day after him. Festivities will be under auspices of the Veterans Wireless Operators Assn. of which Dr. de Forest is honorary president. Program calls for transcontinental broadcasts and one to South America, with a VWOA banquet in the evening. Mayor Rossi of San Francisco is to present him with the keys to the city at a luncheon to be held in the Palace Hotel.

Better Facilities Granted WGAN, Portland, After FCC Proposes Shifts

FOLLOWING through on its new doctrine of improvement by negotiation, the FCC July 17 granted WGAN, Portland, Me., limited time station, a construction permit for fulltime on 560 kc. with 5,000 watts, after having suggested to the station that it apply for these facilities. The grant was part of an arrangement under which the FCC plans to give to WABI, local in Bangor, Me., a regional facility, assuming that station withdraws its pending application for assignment on 560 kc. [BROADCASTING, July 15].

It is understood the Bangor station will file for assignment on 970 kc., channel now used by WCFL, Chicago, and KJR, Seattle, in compliance with a suggestion from the FCC. The Commission, through Chairman Fly, initiated the series of actions following an exchange of telegrams with the Newfoundland Government, under which it was given priority on 640 kc., now occupied by WGAN, and in return relinquished priority on 560 kc., both facilities being earmarked for assignment in Newfoundland under the terms of the pending Havana Treaty.

A complicating factor in the series of moves was seen with the filing of an application by William H. Rines, of Portland, for a construction permit to use the 560 kc. assignment, with 1,000 watts night and 5,000 watts day. Moreover, it is not expected that WABI will withdraw its pending application for 560 kc. until action is taken by the FCC on the proposal for the fulltime assignment on 970 kc. Mr. Rines, son of the late Henry Rines and a recent Harvard graduate, is identified with the Congress Square Hotel interests, licensees of WCSH, Portland.

Style Show Campaign

F. SCHUMACHER & Co., New York, during the week of Sept. 23 will use radio for the first time to promote Waverly Bonded sister prints on a "radio style show" campaign on 40 stations throughout the country. The company will use participations on local home-making type programs, as well as daily five-minute announcements. Agency is Anderson, Davis & Platte, New York.

Three on 580 kc. Get Full 5 kw.

Eight Others Get Increases In Time and Power

THREE regional stations on 580 kc. vaulted into the preferred Class III-A status July 17 with authorizations from the FCC for power increases to 5,000 watts full-time. They are WIBW, Topeka, WCHS, Charleston, W. Va., and WDBO, Orlando, Fla.

Simultaneously the FCC granted a number of stations increased time and power, awarding to WTMJ, Milwaukee, an increase to 5,000 watts fulltime on 620 kc., while at the same time changing the occupancy of that frequency through licensing of a new station on it in Syracuse, and shifting a Knoxville station to the channel.

Sentinel Broadcasting Corp. of Salina, suburb of Syracuse, was given 1,000 watts, fulltime on 620 kc. [see story on this page], while WROL, Knoxville, was shifted from 1310 to 620 kc. with an increase in power from 250 watts to 500 watts night and 1,000 watts day fulltime. WHJB, Greensburg, Pa., which sought an assignment on 620 kc. with 1,000 watts unlimited time in lieu of its present 250-watt daytime operation, was redesignated for hearing on the application. The WROL action came on the granting of a petition for reconsideration.

WGAN Fulltime on 560

WJHL, Johnson City, Tenn., on a petition for reconsideration and grant without a hearing was given a change in assignment from 1200 kc. 250 watts fulltime to 880 kc., with 1,000 watts fulltime, using a directional at night.

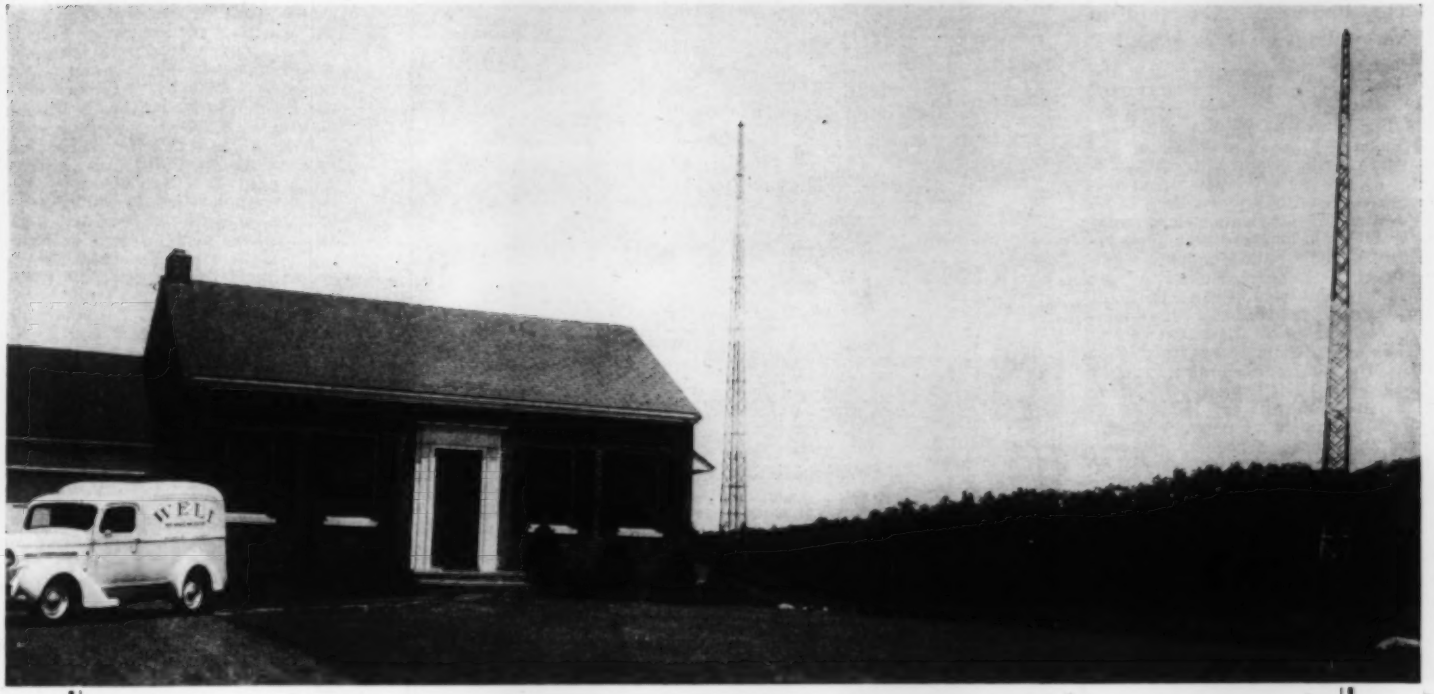
WGAN, Portland, Me., in the first phase of a multi-station shift evolved by the FCC largely to accommodate demands of Newfoundland, was given a fulltime assignment on 560 kc. with an increase in power from 500 to 5,000 watts and a change in hours from limited to unlimited time. Now on 640 kc., the shift was made to permit Newfoundland to assign a station on that frequency. WABI, Bangor, Me., which has an application pending for 560 kc., presumably is slated for assignment fulltime with 5,000 watts on a regional frequency in lieu of its present local assignment, as part of this parlay, initiated by the FCC [BROADCASTING, July 15].

Granted power increases to 250 watts fulltime on their local frequencies, as part of the horizontal power boost schedule provided under the pending Havana Treaty, were KPHO, Phoenix, WFBG, Altoona and WLPM, Suffolk, Va.

Boler Group Seeks Another

JOHN W. BOLER, of St. Paul, president of the North Central Broadcasting System, a regional network, is one of the principals in an application for a new station with 500 watts night and 1,000 day on 1230 kc. to be located in Brainerd, Minn. He holds 30% of the stock, the same amount owned by David Shepard, retired banker of St. Paul, and Howard S. Johnson, in the railway supply business in St. Paul. Edward Tom O'Brien, district census supervisor at Brainerd, owns 10%. The Boler-Shepard-Johnson group has pending an application for transfer of KRMC, Jamestown, N. D., and also recently purchased KVOX, Moorhead, Minn.

FULLY EQUIPPED TO DO YOUR NATIONAL SELLING JOB!



WELI, with new, modern Lehigh Towers enabling its signal to reach 1,913,000 sales prospects, is now ready to do your national selling job in the prosperous, populous New Haven-Long Island test market which annually spends over $700,000,000 in retail sales.

New Haven's only station which is RCA equipped throughout thoroughly covers this famous diversified manufacturing area with a program policy of progressive showmanship distinctly attuned to community service.

The second largest city in Connecticut, New Haven, is the home of Yale University which adds over 5,000 potential sales during the school year. With its 242 foot Lehigh Towers situated on Long Island Sound, WELI throws an exceptionally clear signal to wealthy Long Island residents, in addition to its intensified coverage of southern Connecticut.

If you want sales results in this area which has an annual payroll of over $477,000,000, WELI is your first advertising medium.

930 Kilocycles **WELI** 500 Watts

NEW HAVEN, CONN.

JAMES T. MILNE, GENERAL MANAGER

National Representatives: **William Rambeau Co., New York, Chicago**

MBS Seeks Ban On New Network Affiliation Pacts

Delay Pending FCC Action on Monopoly Report Is Urged

MOVING once more against the "long-term restrictive contracts" of NBC and CBS, MBS on July 17 filed with the FCC a motion to adopt a regulation maintaining the status quo by prohibiting the writing of new or renewal station-network contracts beyond a date to be specified by the Commission, pending FCC action on recommendations of the Chain-Monopoly Committee. The brief, submitted by Louis G. Caldwell, Frank D. Scott and Percy H. Russell Jr., Washington counsel of the network and MBS key stations, explained that the proposed regulaton was sought to prevent NBC and CBS from further jeopardizing MBS' position as a national network before the FCC acts to remedy the network contract situation, as recommended by the Chain-Monopoly Committee.

Monopoly Claimed

The July 17 motion is the third of its kind offered by MBS since the six-month chain-monopoly investigation concluded in April, 1939. Following the initial offer in the closing stage of the hearings, the request for a regulation was filed again July 6, 1939. The latest proposed regulation reads:

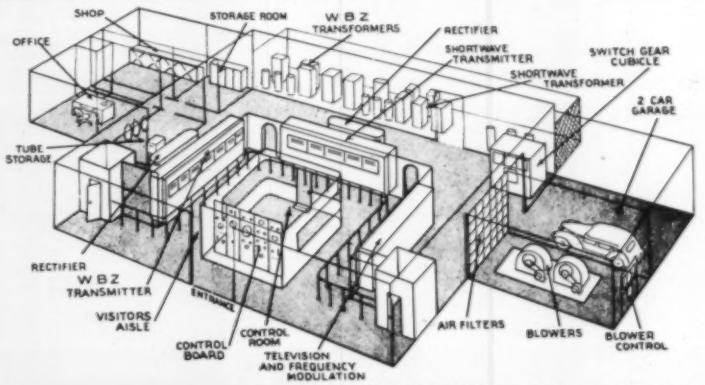
"No licensee of a standard broadcast station shall enter into a contract, agreement or other arrangement with any national network organization covering or dealing with the affiliation of such licensee's station with the national network organization, or into any renewal or extension of any such existing contract, agreement or other arrangement, or exercise any option or other privilege contained in any such existing contract, agreement or other arrangement for renewal or extension thereof, for a period extending beyond ----------".

In offering the proposal, MBS reviewed its principal arguments against NBC and CBS operations at the time of the chain-monopoly inquiry, charging that their operations, centering on station-network contract arrangements, have resulted in "a substantial monopoly of the more desirable outlets or the more desirable broadcasting time" amounting to a restraint of trade in the network broadcasting field. Special comment was made on exclusivity clauses in NBC and CBS contracts, time optioning provisions in the agreements and the long term duration of the contracts

The MBS counsel also pointed out that the continuing practice of NBC and CBS in imposing these "unlawful" contractual clauses upon affiliates, in addition to placing MBS at a disadvantage, will "as a practical matter seriously impair the power of the Commission to exercise effective jurisdiction over the subject-matter if and when it promulgates regulations thereon".

The exclusive contract matter precipitated a heated controversy late last fall when MBS, with exclusive broadcast rights for the World Series, was unable to service a number of NBC and CBS affiliates, reportedly anxious to carry the MBS baseball broadcasts, because of network restrictions. However, MBS' stand on exclusive contracts took an about-face shortly afterward when steps were taken to form a new national network, Transcontinental Broadcasting System. At that time MBS revealed to the FCC that it had started a new policy of writing contracts with its stations, explaining that since no steps had been taken to check exclusivity, MBS necessarily had to adopt the exclusive contract in self-protection.

Model Plant of New 50 kw. WBZ



DEDICATED with appropriate ceremonies the night of July 27 was the new 50 kw. Westinghouse transmitter plant of WBZ, Boston, located at Hull, Mass., across the harbor from Boston and replacing the old Millis setup. Located on a salt-water marsh often inundated during high tide, the new WBZ transmitter is housed in a Cape Cod type building in keeping with the Colonial atmosphere of the town. Two 500-foot antennas give directional effects. Above diagram shows the model transmitter house layout, planned and installed under the direction of D. A. Myer, WBZ plant manager (left).

Troy Lore

WHEN Carol Gould Lawrence in mid-July discussed the founding of Lansingburgh, a suburb of Troy, N. Y., on WTRY's *Sidelights of History*, she told how Abraham Jacob Lansing had laid out the community back in 1771. After the broadcast she learned that the great-great-great-grandson of the founder of Lansingburgh, Gerald Hall Lansing, was the announcer for her program.

SEEKING a new 250-watt station on 1370 kc. in Tyler, Tex., where the FCC must yet act on proposed findings to delete KGKB [BROADCASTING, July 15], is a group of citizens of Tyler and Lafayette, La., formed as Rose City Broadcasting Co. Judge S. A. Lindsey, Tyler industrialist, heads the company, which includes as a 25% stockholder George H. Thomas, part owner of KVOL, Lafayette.

New 50-kw. Transmitter Is Dedicated by WBZ

FEATURING a special NBC-Blue program originating in New York, WBZ, Boston, on July 27 formally dedicated its new 50-kw. transmitter, located at Hull, Mass. The half-hour NBC program, which opened the 50-kw. operation, switched from New York to Boston and later to Pittsburgh, Philadelphia and Fort Wayne, Ind., for congratulatory pickups from Westinghouse stations in those cities.

Excerpts from WBZ programs, and talks by Vincent F. Callahan, WBZ general manager; Gov. Leverett Saltonstall, of Massachusetts; Mayor Maurice J. Tobin, and Clarence V. Nickerson, chairman of the board of selectmen of Hull, featured a special 75-minute show from WBZ, following the network program. The NBC-Blue salute included a congratulatory message from President Roosevelt.

Buying KRSC Control

PALMER K. LEBERMAN, onetime NBC staffman on the West Coast and now vice-president in charge of sales of *Family Circle* magazine, with headquarters in New York, and his wife will acquire control of KRCS, Seattle, under a deal made with E. W. Andrews, Seattle real estate man, for which FCC approval is sought. Mrs. Leberman already owns 35% of the stock, and Mr. Leberman proposes to buy Mr. Andrews' 45% for $29,000. Robert E. Priebe, station manager, will retain his 10%.

EARL C. DUNN, onetime engineer with KGFI, Brownsville, Tex., is 50% stockholder in a company applying for a new 250-watt station on 1500 kc. in Corpus Christi, Tex. Charles W. Rossi, Corpus Christi oil operator, is the other stockholder.

KWK 50 KW. PLEA OPPOSED BY KFEQ

OPPOSITION to the petition of KWK, St. Louis, for assignment on 680 kc. with 50,000 watts in a suggested shift under which KFEQ, St. Joseph, Mo., now operating limited time on that channel, would take over the present KWK facility on 1350 kc., was filed with the FCC July 22 by the St. Joseph station.

Asking that the KWK application [BROADCASTING, July 15] be designated for hearing and that its own application for fulltime on 680 kc. be granted, or that both applications be set for joint hearing, KFEQ contended that the engineering data submitted by KWK "does not reflect a true and accurate picture" of the proposed operation. Assignment of 680 kc. to St. Louis as proposed "will not result in the best use of the frequency" from an engineering standpoint, KFEQ contended.

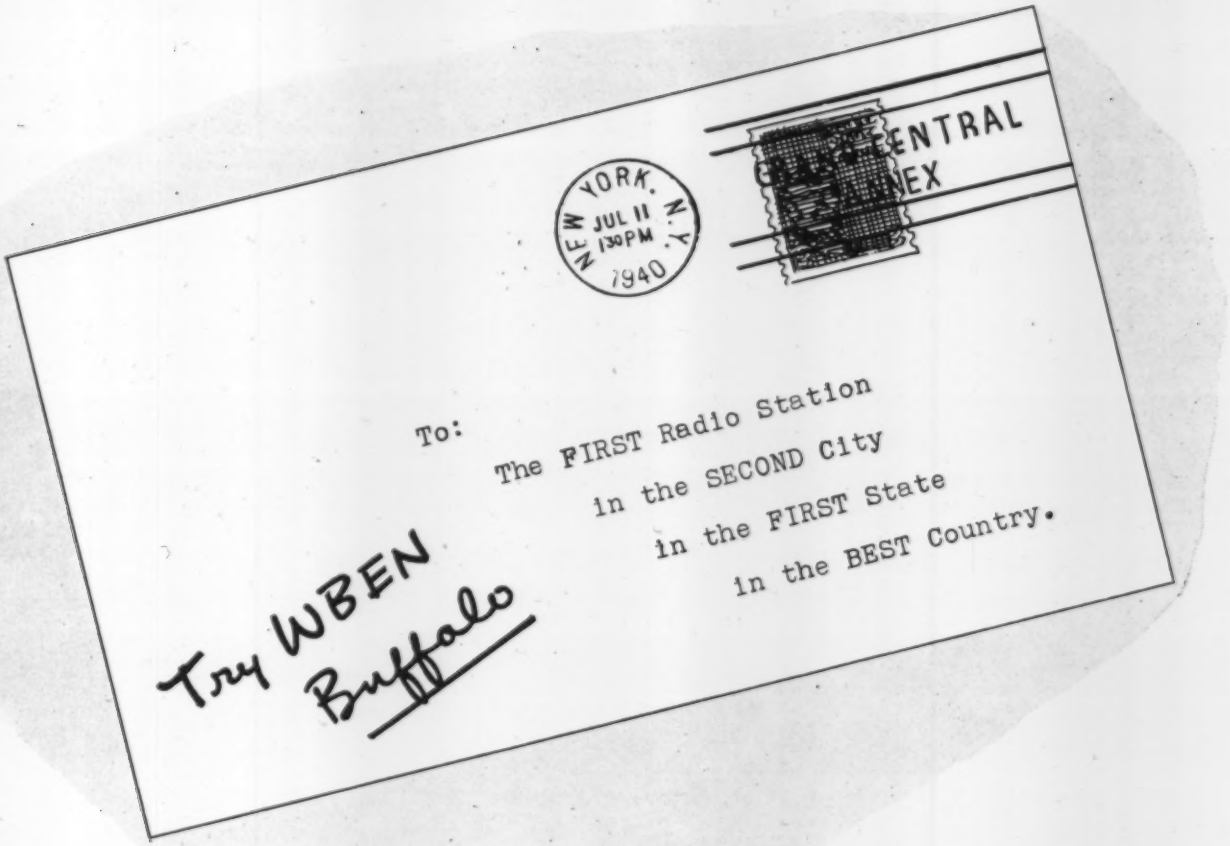
The switch in frequencies as suggested would cut in half the service area of KFEQ, according to the answer. It was stated that KFEQ is an independent station, and has operated for 14 years. KWK, on the other hand, was described as a network affiliated station on both NBC-Blue and MBS, and that because of other recent grants made in St. Louis is "in fear of losing its chain affiliation with resulting loss in revenue". As a consequence, it was alleged, the station seeks the KFEQ facilities "to insure KWK's continued chain affiliation or possibly a more profitable chain affiliation, regardless of to what degree the assignment in frequencies may injure KFEQ on the vast farm audience which it serves."

Publishers Plan Sept. 1 Start for New KMYC

SCHEDULED to begin operating Sept. 1, the new KMYC, Marysville, Cal., authorized for construction last January, has ordered an RCA transmitter and Wincharger tower, and will be linked to the group comprising KHSL, Chico, Cal.; KVCV, Redding, Cal.; KYOS, Merced, Cal., and KWLK, Longview, Wash., all outlets of the Don Lee Network. Staff appointments thus far announced are Hugh McClung, general manager; Walter Conway, manager; William Musladin, commercial manager; Robert S. Hambley, production manager; Leon Stauffer, chief engineer; Dorothy E. Hartwig, accountant.

Marysville-Yuba City Broadcasters Inc., which will be licensed to operate the new 100-watt station on 1420 kc., is headed by Horace E. Thomas, president, publisher of the *Marysville & Yuba City Appeal-Democrat*, 50% stockholder. Treasurer is Hugh McClung, who is co-publisher of the *Merced Sun-Star*, which owns KYOS. He holds 49.5% of the stock, and his brother Peter McClung holds a half share. Mr. Thomas also owns 25% interest in KHSL, in which the McClung family has a 50% interest. The McClungs also control KWLK.

BETTY BURBRIDGE, Hollywood film writer, is doing scripts for the CBS *Melody Ranch* program, sponsored by Wm. Wrigley Jr. Co. She also writes the Gene Autry screen plays. Deal was made with J. Walter Thompson Co., Hollywood, agency producing the program.



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How the War Affects Radio Listening

Surveys Show Set Use Keeps Close Pace With News

By C. E. HOOPER
C. E. Hooper Inc.

THE WAR in Europe has cast its shadow over the American scene. It has affected the thoughts, the emotions, the hopes and the fears of America's millions. It has also affected their activities, and radio listening habits have not been exempt from change. For radio is more than a medium for entertainment or for advertising. It is a medium for the dissemination of news.

We have seen the radio audience increase during national elections as America held its breath for the latest returns. We have seen the radio audience increase during presidential speeches when America is wondering what stand the President will take on an important issue. Lately we have seen increased audiences as America was roused by the lightning moves of a former Bavarian paperhanger.

The degree of increase in radio listening coincident to the development of any given "news situation" is one guide to the general interest in, of emotional response to, that situation. Consider the following table of radio listening percentages showing "set use" for the "normal" years 1937-39 (averaged) compared with 1940. The percentages are averages by months covering the evening periods from 7:00-10:30 p.m. They are the result of calling more than a million homes in the Hooper Control Area.*

"SERENADE" to a sunrise "slugfest" might well be the title of this picture which shows Vic Rugh, sports and special events director of KFBI, Wichita, as he reported the first 5 a.m. ball game in the annuals of the sport at the Kansas State semi-pro tournament in Wichita. Having broadcast the night game the day before, Rugh slept in the press box of the ballpark in order to be on hand for the milkman's matinee.

Average "Sets-in-Use" Comparisons, 1937-39 and 1940

	1937-39 Averaged	*1940*	*Point Increase*	*Percent Increase*
January	34.4%	37.9%	3.5	10.2%
February	34.8	39.2	4.4	12.6
March	33.3	37.7	4.4	13.2
April	31.5	39.6	8.1	25.7
May	26.9	31.6	4.7	17.5
June	22.8	25.6	2.8	12.3

The minimum difference between 22.8% and 25.6% for June or even the maximum difference in the April findings of 31.5% and 39.6% may not seem, at first glance, to be particularly significant. It is well to remember, however, that each percentage point, if projected literally to total radio homes, represents something over a quarter of a million families. It follows that three-fourths of a million homes were involved in the June comparison, and that two and a quarter million homes were represented by the increase in April, 1940 over the average for the three preceding Aprils.

Headlines and Listening

Now let us dramatize the timetable of increases in listening by adding a summation of news headlines for the days represented in each period:

January, 1940: Increase Above Normal (1937-39) 10.2%. Headline Summary: Red Divisions Wiped Out in Finland! Chamberlain Pledges Support for Finns! Aerial Warfare Between England and Germany!

February, 1940: Increase Above Normal (1937-39) 12.6%. Headline Summary: Finland Repulses New Advances! Terroristic Bombing Raids on Finland! Welles Sent on Peace Tour!

March, 1940: Increase Above Normal (1937-39) 13.2%. Headline Summary: Finns Peace Emissary in Berlin! Italy Protests Blockade! Allies May Send Army to Finland! British Fly Over Poland!

April, 1940: Increase Above Normal (1937-39) 25.7%. Headline Summary: War Raging in Norway! Germans Capture Oslo! Big Battle in Skaggerak! Nazi Transports Sunk! Nazi Warships Bottled up in Oslo Harbor!

May, 1940: Increase Above Normal (1937-39) 17.5%. Headline Summary: Hitler Orders March on Narvik! Ouster of Chamberlain Demanded! German Driven Back in Rotterdam! Dutch Open Dikes! Germans Bomb Brussels and Amsterdam!

June, 1940: Increase Above Normal (1937-39) 12.3%. Headline Summary: 335,000 Allied Troops Rescued in Flanders! Nazis in Drive to Seize Paris! Hundreds of Nazi Tanks Destroyed! Air Raid on Berlin! Italy Declares War and Invades France!

Then, Too Much War!

The listening crescendo reached a climax in April, although the headlines have become increasingly dramatic right up to the present.

Why the comparative decline in May listening and again in June? Two probable reasons undoubtedly contribute to the explanation of the phenomenon. The first is that American nerves have probably rebelled at hearing too much war news. The emotional peak has passed; and may not again be reached unless events in some future time strike "nearer home".

The second possible reason is quite different in character. Listening to, just like broadcasting of, war news has probably assumed a more regular pattern since April than in the preceding months. Moreover, many must be virtually repetitions of the previous news broadcasts. This has resulted in tuning in and out of scheduled news programs rather than continuous tuning to catch news flashes, plus concentration on those programs considered the best.

There follows a list showing comparatively the number of weekly scheduled-in-advance news periods, or programs, covering late afternoon and evening hours for New York stations as listed by one of the consumer publications. Keep in mind that in April, 1938 the total was 97.

Month	*No. of Scheduled News Periods*
January, 1940	181
February, 1940	199
March, 1940	205
April, 1940	209
May, 1940	238
June, 1940	253

News Becomes Routine

A comparison of the listening percentages with the number of scheduled news programs seems primarily to indicate that news broadcasts are on a more orderly basis, and that listening to late news is merely a matter of consulting the radio log in a newspaper. There are relatively few periods during which news cannot be found listed for some stations.

During the earlier months of the year there almost certainly were as many or perhaps even more news periods than in June, but at that time fewer were scheduled in advance. News flashes tended rather to interrupt or to cut short other programs. Now, when we want news, we know where to find it. It is probably that our interest in the European war news has not waned a great deal. Audiences to individual long-established news programs have not shown decreases in spite of the overall increase in news broadcasting. As an example (for Raymond Gram Swing) the ratings, based on total homes called, have been by months:

January, 1940	8.4
February, 1940	8.1
March, 1940	8.8
April, 1940	12.7
May, 1940	13.6
June, 1940	14.5

Whatever may be the cause, we predict that average "set use" will continue at a higher level as long as events in Europe are front page news.

*The Hooper Control Area includes a group of 17 cities within the "Basic Network Area" where programming, time of reception, and competitive broadcasting conditions, are relatively uniform.

Defense Program Meeting Delays

But Progress Is Made Despite Shortage in Some Lines

THOUGH the FCC is making "excellent progress" in the establishment of its national defense field organization, financed by a $1,600,000 budget procured from the national defense fund, delays are being caused by shortage of certain types of monitoring equipment and lack of qualified personnel.

The goal is to establish a 24-hour communications watch, with monitoring equipment capable of keeping under constant surveillance all radio operations. The defense program is being carried out under the direction of FCC Chief Engineer Ewell K. Jett and George Sterling, assistant chief of the field section. Chairman James Lawrence Fly, at his July 22 press conference, praised Lieut. Jett's organization of the field operations.

Foreign Tongue Check

A number of foreign language broadcast programs have been recorded by field stations and the FCC plans to increase this phase of its operations, to discover possible improper activities. It also is surveying all international programs to this country to determine their content, the frequencies used and the relative signal strength of such stations in various parts of the country.

Activities of monitoring stations are being accelerated as new equipment and personnel are procured. When the organization is completed there will be a complete network of monitoring stations, flanked by mobile units, spanning the radio communications and broadcasting spectrums. Applications for positions as radio operators are now beginning to flow into the FCC, as a result of the arrangement made with the Civil Service Commission permitting employment of such personnel temporarily pending examination. Moreover, brief training courses of the regular FCC field personnel have been completed at the school established in Baltimore, and these inspectors are now back on their regular assignments.

The FCC already has purchased about $150,000 in radio equipment, including receiving apparatus, dual-type recorders, direction finders and accessory devices, now being delivered to designated field offices. The program contemplates expenditure of several hundred thousand dollars in additional monitoring and related apparatus.

WCBS, WAKR to Blue

TWO additions to the Blue Network—WCBS, Springfield, Ill., and the projected new WAKR, Akron—have been announced by NBC, bringing the total number of NBC affiliates to 195. WCBS, operating with 250 watts on 1420 kc., becomes a Blue supplementary station Aug. 1. WAKR, with 1,000 watts on 1530 kc., will join the basic Blue about Oct. 1. WCBS will be offered at a base network rate of $80 per evening hour, WAKR at $140.

JEROME SCHWARTZ, CBS Hollywood continuity writer, has sold radio rights to his first book, "Oscar the Ostrich", to Arch Oboler.

Recording Engineers!...

NEW PRESTO AIR BLOWER ENDS TROUBLES WITH DISC SHAVINGS

Reduces surface noise . . . crackles . . . pops
Makes your cutting needles last longer

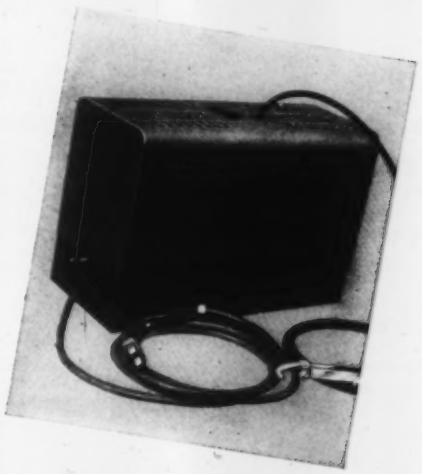
THE NEW PRESTO AIR BLOWER SYSTEM
Sends a tiny blast of air across the disc just behind the cutting head, cleaning every particle of dust and grit from the surface of the disc just before it passes under the cutting needle.

NO CHANCE FOR TANGLING
The airstream whisks the shaving across the disc and winds it in a ball on the center spindle. No need to touch outside-in recordings until the record is finished.

BETTER THAN A VACUUM SYSTEM
. . . the airblast is kept away from the cutting needle where it cannot produce "air noise".

BETTER THAN A BRUSH OR WIPER
. . . It can't scratch the surface of the disc or interfere with the speed of the turntable.

Models for every type of Presto turntable ready for immediate delivery. Special models for other makes of turntables. Give make, type and serial number when ordering.



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The greatest selling POWER in the South's greatest city

CBS AFFILIATE . . . NATIONAL REPRESENTATIVE . . . THE KATZ AGENCY, INC.

War, ASCAP Dominate NAB Agenda

(*Continued from page 31*)

and that broadcasters will offer no appeasement to any group "seeking plunder or special favor". BMI is his answer.

The copyright proposal which the convention will be called upon to vote will take one of two predetermined courses, both with BMI as the base and with ASCAP out of the picture as of Jan. 1, 1940. The more ambitious of the plans envisages acquisition of the catalogs of Metro-Goldwyn-Mayer, motion picture producers, for some $4,350,000, but interest in this move has waned. Inability of M-G-M to deliver, unencumbered, the rights attaching to its important catalogs might make this acquisition hazardous, it is understood. Nevertheless, the matter will be brought to the attention of the convention with definite recommendations.

To finance this project, the NAB board recommendations to the some 310 BMI station members would have been a three-year plan of assessment under which stations would pay to BMI an amount equal to 2½% to 5% of net time sales for 1939, with the networks paying the same percentage for owned or operated stations and an additional 1% on all network time sales for 1939, exclusive of payments to affiliates.

Fee Boost Opposed

The second project—and the one most likely to be presented with a favorable recommendation — is for speeding up of the present BMI operation of acquiring writers and independent publishers in its own right. To finance this, each BMI member would be asked to commit a sum equivalent to 2½% of its 1939 net time sales, with the networks paying one-half of 1% of their net income from the sale of network time. This would raise an approximate $1,250,000 for the next year. For smaller independent stations, thrown a sop by ASCAP in its proposed new contracts, a new sliding scale already has been adopted by BMI, working with National Independent Broadcasters, which would more than offset the seeming advantages of the ASCAP offer, it is stated.

At this writing it appears certain that NBC and CBS will not capitulate to ASCAP demands for a 7½% tax on income, and that the majority of the industry is not disposed to go along with the plan which would mean an overall boost beginning next year of from approximately $4,500,000 to almost $9,000,000 in royalties. Moreover, the BMI plan has won strong support among advertisers and agencies, who see in the ASCAP proposal an inevitable increase in radio time and programming costs. They are aware of the inability of radio to absorb these increased charges.

Carrying the copyright issue to the floor will be President Miller, as president of BMI; Sydney M. Kaye, prominent New York attorney, serving as BMI vice-president and general counsel, and the drafter of the basic BMI plan; M. E. Tompkins, BMI general manager, and Carl Haverlin, BMI station relations director, who has barnstormed most of the country in selling the BMI plan to broadcasters.

The convention agenda carries its full load of commercial and business subjects, with the beleaguered self-regulation code expected to reverberate long and loud during the sessions. Code Committee Chairman Edgar L. Bill, of WMBD, Peoria, will pilot this discussion, aided by a majority of the NAB board, which is geared to fight off any effort to weaken the commercial creed. Ed Kirby, Code Committee secretary and NAB public relations director, who has borne the brunt of enforcement activity under direction of the committee, is expected at the Aug. 7 session to recount code benefits which already have inured to the industry.

Second only to the code deliberations on the commercial agenda is the plan to reinstate a business index under NAB auspices, to measure monthly business volume of stations. William J. Scripps, chairman of the NAB Research Committee, will floor-manage this move, assisted by NAB Research Director Paul F. Peter. The former business index was knocked out some five years ago by the NAB convention because of exaggerated reports of radio's wealth, which purportedly made it the target of every itching-palm group and easy bait for union organizers and even government functionaries who wanted the Government to retrieve some of that gold by dollar-per-watt or some such similar confiscatory license fee systems.

New Radio Services

New broadcast services, such as FM and television, will get full convention attention at sessions on Aug. 6 and 7. John Shepard 3d, president of FM Broadcasters Inc., and an important figure in FM commercial development, has arranged an elaborate session, including an FM roundtable presided over by Paul deMars, vice-president in charge of engineering of Mr. Shepard's Yankee Network, and an actual demonstration of FM transmission and reception at the closing session Aug. 7. The transmitter will be installed by Radio Engineering Laboratories in cooperation with KSFO, San Francisco. There will be an executive session of FM Broadcasters Inc. following this demonstration.

At a night session Aug. 6, Ted Smith, RCA television transmitter sales chief, and Harry R. Lubcke, Don Lee television supervisor, will discuss development of the visual medium, in non-technical terms, and describe audience reaction, apparatus requirements and the role of the present day broadcaster in television's development.

The first convention day, Sunday Aug. 4, will be given over to

committee meetings, and the customary board of directors dinner session that evening to devise convention policy and to consider additions to the agenda. The first business day Aug. 5, opening formalities, rendition of reports of officers and directors and consideration of amendments to by laws, will feature Chairman Fly's address at a luncheon session.

Group Sessions

In keeping with the innovation at last year's convention, the afternoon of Aug. 5 will be given over to group meetings, permitting various industry segments, with peculiar problems, to devise convention policies and transact other business. These meetings, already scheduled, include a session of Independent Radio Network Affiliates, which may vote on a permanent organization, with retention of paid counsel and personnel; National Independent Broadcasters; National Sales Managers, with station representatives and advertising agency men; Clear Channel Group; National Association of Regional Broadcast Stations; Local Stations.

During each convention day, NAB department heads will be available for breakfast sessions, in the form of roundtables. Presiding at these sessions, scheduled for 8.30 a.m., will be Lynne C. Smeby, engineer; Ed Kirby, public relations and code; Paul F. Peter, research; Russell P. Place, law; Joseph L. Miller, labor and wages.

Following adjournment sine die of the convention on Aug. 7, the annual banquet will be held that evening on Treasure Island at the Golden Gate Exposition. Instead of the customary radio entertainment, a specially written satire titled "Greener Pastures" will be presented, with profesisonal actors depicting various personality roles. J. Kenneth Jones, radio writer, recently with the Federal Radio Education Committee, is the author and producer. Ed Kirby collaborated in the writing. During the banquet the BROADCASTING Magazine Gold Trophy, will be awarded to the winner of the tournament scheduled at the California Golf Club Aug. 4.

WHEN WKAT, Miami Beach, recently was authorized to go from local status to regional, using 1,000 watts on 1330 kc., it was immediately signed for NBC-Blue by Easton C. Woolley, manager of the NBC service division (right). Mr. Woolley is here shown with executives of the station, photographed before WKAT's mobile unit (l to r): Alex Campbell, commercial manager; John C. McCloy, general manager; C. A. Wampler, business manager.

Trammell's First Mike Chore

AS HIS first "station relations" chore after being elected president of NBC on July 12, Niles Trammell was guest speaker saluting the new NBC-Blue supplementary group of Florida stations which joined the network July 15. The stations are WKAT, Miami Beach; WJHP, Jacksonville; WMFJ, Daytona Beach, and WTMC, Ocala. NBC announced network base rates for the stations as follows: WKAT, $140 per evening hour; WJHP, $120; WFMJ, $60; WTMC, no charge.

CHEYENNE'S newly authorized station, which the FCC on July 11 authorized Frontier Broadcasting Co. to construct [BROADCASTING, July 15], will bear the call letters KFBC.

PACIFIC STATIONS SIGN WITH AFRA

CONTRACTS between the American Federation of Radio Artists and KPO-KGO, San Francisco; KQW, San Jose; KROW, Oakland, Cal., affecting announcers, sound effects men and staff artists, were signed recently, according to Vic Connors, executive secretary of the San Francisco AFRA chapter.

In each instance, according to Connors, the contracts call for a 40-hour, five-day week with two consecutive days off for the announcers and sound effects men. In the most part announcers received slight increases in pay due to the AFRA contract. The contract also calls for a raise in salary every six months.

Connors stated AFRA is now negotiating with KSFO, San Francisco affiliate of CBS. When the KSFO contract is signed, AFRA will negotiate with KYA, which will be the only remaining station not yet signed by AFRA, he indicated. The San Francisco chapter of AFRA moved its headquarters on August 1 to 111 O'Farrell Street, taking over the entire fourth floor.

CBS Drops Theatre

WITH CBS Hollywood now utilizing two new studios recently constructed and adjoining Columbia Square building, the network has relinquished its lease on the Music Box Theatre on Hollywood Blvd. The 1,500-seat theatre was used for nearly four years as the originating point of *Lux Radio Theatre*, sponsored by Lever Bros. With return of the weekly program in fall, it will originate at the CBS Vine St. Theatre.

KNX
LOS ANGELES
50,000 WATTS
CBS

With the largest habitual audience in the West, KNX extends its primary night-time coverage over seven million people in 272 counties in eleven Western states.

For more information about KNX, one of the sixteen CBS 50,000 watt stations, inquire of Radio Sales: New York, Chicago, Detroit, St. Louis, Charlotte, N.C., San Francisco

COLUMBIA'S WORKSHOP IN THE WEST

IT'S CURTAIN T

FOR YOUR FA

Are you all ready for the American audience with your Fall radio program?

If you have *goods* to sell that *radio* can sell, use the World plan of broadcasting . . . pick your own markets . . . intensify here and hold down there . . . start in a hurry and stop in a hurry, if this suits your sales strategy.

And with all this broadcasting flexibility, which is so desirable today, you enjoy another tremendous advantage working through World. Wherever your program goes on—in the heart of radioland or in the heart of the plains—World broadcasts are heard with uniform clarity. Our unique method of recording—the Western Electric vertical-cut Wide Range system—actually gives your audiences

STUDIOS: NEW YORK
BRANCHES: SAN FRA

WORLD BROADCA

TIME

R FALL PROGRAM

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near and far a higher fidelity broadcast than they can enjoy through any other vehicle of sound.

So how about that Fall program? Need an idea? We can help you as we have helped dozens of sponsors, big and small. We work closely with agencies, assuming any desired part of the program preparation, from idea straight through to broadcast.

To give you the fullest and most modern broadcasting service, World's studios are located in the three talent centers—New York, Chicago, Hollywood—with branches in San Francisco and Washington.

It's nearly curtain time . . . may we serve you?

NEW YORK · CHICAGO · HOLLYWOOD
ES: SAN FRANCISCO · WASHINGTON

BROADCASTERS' BLUE BOOK

World Program Service Subscribers

ALABAMA
WHMA . . . Anniston
WMSL . . . . Decatur
WMOB . . . . Mobile
WJRD . . . Tuscaloosa

ARIZONA
KOY . . . . Phoenix
KTUC . . . . Tucson

ARKANSAS
KELD . . . El Dorado
KARK . . . Little Rock
KUOA . . Siloam Springs

CALIFORNIA
KPMC . . . Bakersfield
KIEM . . . . Eureka
KGER . . . Long Beach
KHJ . . . Los Angeles
KLX . . . . Oakland
KGB . . . San Diego
KFRC . . San Francisco
KDB . . Santa Barbara
KSRO . . . Santa Rosa
KGDM . . . Stockton
KHUB . . . Watsonville

COLORADO
KFEL . . . . Denver
KFXJ . Grand Junction
KGHF . . . . Pueblo

CONNECTICUT
WTIC . . . Hartford
WELI . . . New Haven

DIST. OF COLUMBIA
WJSV . . Washington

FLORIDA
WRUF . . . Gainesville
WJHP . . Jacksonville
WQAM . . . . Miami
WDBO . . . Orlando
WDLP . . Panama City
WTSP . . St. Petersburg
WSPB . . . . Sarasota
WJNO . West Palm Beach

GEORGIA
WGPC . . . . Albany
WATL . . . . Atlanta
WRDW . . . . Augusta
WMOG . . . Brunswick
WRBL . . . Columbus
WMAZ . . . . Macon
WTOC . . . Savannah
WGOV . . . . Valdosta
WAYX . . . Waycross

IDAHO
KIDO . . . . . Boise
KRLC . . . . Lewiston

ILLINOIS
WGN . . . . Chicago
WDAN . . . . Danville
WSOY . . . . Decatur
WTAD . . . . Quincy
WCBS . . . Springfield

INDIANA
WTRC . . . . Elkhart
WGBF-WEOA . Evansville
WIRE . . Indianapolis
WLBC . . . . Muncie

IOWA
WMT . . Cedar Rapids
WOC . . . Davenport
KMA . . Shenandoah

KANSAS
KFBI . . . . Wichita

KENTUCKY
WHOP . . Hopkinsville
WLAP . . . Lexington
WPAD . . . Paducah

LOUISIANA
WJBO . . Baton Rouge
KWKH . . . Shreveport

MAINE
WLBZ . . . . Bangor

MARYLAND
WBAL . . . Baltimore
WTBO . . Cumberland
WFMD . . . Frederick

MASSACHUSETTS
WEEI . . . . Boston
WCOP . . . . Boston
WHAI . . . Greenfield
WESX . . . . Salem
WTAG . . . Worcester

MICHIGAN
WHDF . . . . Calumet
WJR . . . . Detroit
WDMJ . . . Marquette
WKBZ . . . Muskegon

MINNESOTA
KATE . . . Albert Lea
KVOX . . . Moorhead
KROC . . . Rochester
KSTP St. Paul-Minneapolis

MISSISSIPPI
WAML . . . . Laurel
WSKB . . . McComb
WQBC . . . Vicksburg

MISSOURI
KWOS . . Jefferson City
WMBH . . . . Joplin
KMBC . . . Kansas City
KWOC . . Poplar Bluff
KWK . . . St. Louis

MONTANA
KGCX . . . Wolf Point

NEBRASKA
KFAB-KFOR . . . Lincoln
KOIL . . . . Omaha

NEVADA
KOH . . . . . Reno

NEW JERSEY
WBAB . . Atlantic City

NEW MEXICO
KGGM . . Albuquerque
KVSF . . . . Santa Fe

NEW YORK
WGR-WKBW . . Buffalo
WENY . . . . Elmira
WHCU . . . . Ithaca
WKNY . . . Kingston
WOR . . New York City (Newark)
WINS . . New York City
WQXR . . New York City
WHDL . . . Olean
WHAM . . . Rochester
WFBL . . . Syracuse
WTRY . . . . Troy
WFAS . . White Plains

NORTH CAROLINA
WWNC . . . Asheville
WCNC . . Elizabeth City
WBIG . . . Greensboro
WEED . . Rocky Mount
WAIR . . Winston-Salem

NORTH DAKOTA
KDLR . . . Devils Lake
KRMC . . . Jamestown
KLPM . . . . Minot

OHIO
WJW . . . . Akron
WHBC . . . . Canton
WSAI . . . Cincinnati
WGAR . . . Cleveland
WBNS . . . Columbus
WBXVH . (FM) Columbus
WKBN . . . Youngstown

OKLAHOMA
KCRC . . . . Enid
KBIX . . . Muskogee
KOMA . . Oklahoma City
KVOO . . . . Tulsa

OREGON
KUIN . . . Grants Pass
KFJI . . Klamath Falls
KOIN . . . Portland

PENNSYLVANIA
WCBA-WSAN . Allentown
WFBG . . . . Altoona
WLEU . . . . Erie
WKBO . . . Harrisburg
WCAU . . Philadelphia
WIP . . . Philadelphia
WCAE . . . Pittsburgh
WRAK . . Williamsport

RHODE ISLAND
WJAR . . . Providence

SOUTH CAROLINA
WAIM . . . Anderson
WSPA . . Spartanburg
WFIG . . . . Sumter

TENNESSEE
WOPI . . . . Bristol
WTJS . . . . Jackson
WKPT . . . Kingsport
WREC . . . Memphis
WLAC . . . Nashville

TEXAS
KGNC . . . Amarillo
KRIC . . . Beaumont
KGKO . Dallas-Ft. Worth
WBAP . Dallas-Ft. Worth
KTRH . . . . Houston
KPDN . . . . Pampa
KPAC . . Port Arthur
KTSA . . San Antonio

UTAH
KEUB . . . . . Price
KDYL . . Salt Lake City

VIRGINIA
WSVA . . Harrisonburg
WRVA . . . Richmond
WDBJ . . . . Roanoke

WASHINGTON
KXRO . . . Aberdeen
KIRO . . . . Seattle
KUJ . . . Walla Walla
KPQ . . . Wenatchee

WEST VIRGINIA
WHIS . . . . Bluefield
WCHS . . . Charleston
WBLK . . . Clarksburg
WPAR . . Parkersburg

WISCONSIN
WHBY . . . Appleton
WEAU . . . Eau Claire
WTAQ . . . Green Bay
WKBH . . . La Crosse
WIBA . . . . Madison
WISN . . . Milwaukee
W9XAO . (FM) Milwaukee
WSAU . . . . Wausau

HAWAII
KHBC . . . . . Hilo
KGMB . . . Honolulu

CANADA

ALBERTA
CFAC . . . . Calgary
CJCA . . . Edmonton

BRITISH COLUMBIA
CKWX . . . Vancouver

MANITOBA
CFAR . . . Flin Flon
CJRC . . . Winnipeg

NEW BRUNSWICK
CKCW . . . Moncton
CHSJ . . . Saint John

ONTARIO
CKPC . . . Brantford
CKCA . . . . Kenora
CBO . . . . Ottawa
CFOS . . Owen Sound
CKSO . . . . Sudbury
CKCL . . . . Toronto
CKLW . . . Windsor

QUEBEC
CKAC . . . Montreal
CKCV . . . . Quebec
CHLN . . Three Rivers

SASKATCHEWAN
CKBI . . Prince Albert
CJRM . . . . Regina
CJGX . . . . Yorkton

FOREIGN

AUSTRALIA
5 DN . . . Adelaide
4 BC . . . Brisbane
3 KZ . . . Melbourne
2 KO . . . Newcastle, New South Wales
2 GB . . . . Sydney

NEW ZEALAND
2 ZB . . . Wellington
3 ZB . . Christchurch
4 ZB . . . . Dunedin

MEXICO
XEW . . . Mexico City

SOUTH AFRICA
South African Broadcasting Corp.
Cape Town
Durban
Grahamstown
Johannesburg

VENEZUELA
YV5RA-YV5RN . . Caracas

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NAB's 'Anti-Snatch'

BROADCASTERS, at their annual convention in San Francisco, could do worse than adopt a one-word slogan, evolved to fit any contingency. We humbly submit "anti-snatch".

A glance at the agenda for the convention—admittedly one that may have an important bearing on shaping of the industry's future—reveals how apt such a slogan can be.

Many broadcasters view with gravity a possible snatch of control of Radio by the American Plan as an outgrowth of the war emergency, despite assurances to the contrary.

It's ASCAP that seeks to snatch new dollars from broadcasting's exchequer. And it's a snatch at those same dollars that motivates the AFM's the AFRA's and kindred groups.

Unlike most previous conventions, the war situation has cast a pall over the San Francisco sessions. Broadcasters have but to turn an eye toward Europe, either enslaved by dictatorship or at total war, to realize what the snatch means in radio. The first move of the dictator upon his conquest of new territory is to take over radio, under the theory that a stooge radio (and press) is more potent than mightiest artillery in subjugating the people.

It is different over here, not only because of our brand of democracy and our geographical advantage, but because, unlike Europe's, radio here even in peacetime, is a free competitive enterprise. Moreover, our radio under the current stress has acquitted itself in such a way as to win praise from every segment of the public and of the Government. It is working in complete harmony with the national defense plans and has adjusted itself almost overnight.

But national defense planning means nothing more nor less than planning for actual war. In those plans we are assured that commercial radio will continue unmolested. That will be so as long as radio continues to conform with the policy as it is at that moment.

It is not our intention to inject a scare-element into the war mobilization picture. Our only purpose is to admonish those who convene in San Francisco to think ahead in terms of what might happen, and shape plans to fit. The best defense against any possible snatch activity is that which recognizes the danger.

This, to our mind, adds up to adequate and responsible representation of the broadcasting industry in the communications councils of the Administration. The industry has plenty of brainpower. There are a dozen men who could qualify as a communications coordinator working with the National Defense Advisory Committee. It is more than a mere protective device we have in mind. It is the patriotic duty of the broadcasting industry voluntarily to shape its operations in such fashion as to give our Government the maximum service of which it is capable. Practical broadcasters, who *live* radio every day, are best qualified to fashion such a plan.

The San Francisco convention, in more ways than one, is destined to make radio history. It will be the convention at which ASCAP's bluff will be called—unless we miss our guess. It will be a convention devoid of many of the customary bickerings and small talk.

But every broadcaster who attends can carve his initials in a new creed for radio, and leave it as a heritage to future broadcaster generations, who may be transmitting sight, sound, and perhaps even heat and light, by adopting the "anti-snatch" slogan and applying it to every eruption that endangers free radio.

Outlook Good

HARDLY a discordant note is discernible in the glowingly optimistic reports of broadcasting business prospects gathered by BROADCASTING from key sources and published at length in this issue. By and large, this summer is holding up exceedingly well; the networks, bellwethers for the industry as a whole, are running well ahead of last year, and fall and winter bookings and prospective bookings already assure continued new monthly records. Except for copyright demands, growing labor costs and new capital expenditures necessitated by equipment installations either for improved facilities or new techniques such as FM, the business outlook for radio apparently is rosy indeed.

As the networks do, so does the business of broadcasting as a whole—this has become virtually an axiom in charting the industry's revenues. In this connection, a word of caution spoken before might well be heeded again. We refer to the apparent dependence of radio on a few industry categories for the bulk of its income. The six-month classification of industry revenues by industries published in this issue, while gratifying so far as grand total is concerned, shows again a tendency to place radio's eggs in too few baskets.

Again foods and food beverages account for more than one-fourth the networks' revenues, 28.7% as against 30.57% for the same period of last year. Again drugs and toilet goods runs a close second, 27.1% as against 27.36% last year. Again there is a wide margin before the next ranking categories are reached—tobaccos, 15.2% as against 12.61%; laundry soaps and cleaners, 11.8% as against 11.22%. Again no other classification ranges anywhere near as high as 10%.

It is true that these are basic consumer commodities especially well adapted for radio advertising. But it is also true that a "break" in any one of these industries, so far as advertising appropriations are concerned, would seriously disrupt the whole economic structure of radio. Certainly radio doesn't want any of these industries to curtail, but certainly a big selling job to other lines of distribution remains to be done by radio. All of which means radio has not by any means reached the peak of its sales possibilities.

'As Free as the Press'

WHETHER it's Roosevelt or Willkie in November, radio should be sitting pretty. Never before has the broadcasting industry been given the kind of endorsement and assurance of a "free radio" as that voted unanimously both by the Republican and Democratic conventions in separate radio planks of their respective party campaign platforms.

Inclusion of the radio planks, pledging radio on a parity with the press, whose freedom is constitutionally guaranteed, is an eloquent example of what can be done through objective planning. Delegations representing the broadcasting industry, under the aegis of the NAB, appeared before the Resolutions Committees of the two conventions.

Radio is non-partisan. But even if it were not, on the basic issue of Radio by the American Plan, it should have no qualms about the victory of either party candidate. The President has been more than friendly to radio from the start of his administration in 1933. He stands for a free and unfettered radio even though his selections of personnel for the FCC have often been criticized.

Mr. Willkie has made no public expressions regarding radio. His whole business background, however, is such that it appears indisputable that he will be 100% for the maximum freedom for radio. He has his own ideas about regulation, too, from what we are able to glean, and, if elected, probably will introduce a new government process of running alphabetical agencies through the meat-grinder.

It is hardly likely that radio will be a campaign issue, except possibly for a few pot-shots at the bungling tactics of the FCC as a New-Deal agency, particularly with respect to television. But it is already apparent that radio will play a greater part than ever before in the actual political campaigning. President Roosevelt, for example, chose to make his third-term announcement via radio. And his acceptance of the nomination likewise came via radio.

Also tying into the action of the political conventions in adopting radio planks is the observance of Broadcasting's Day at the New York and San Francisco fairs with the unveiling of plaques depicting the spirit of free American radio. That is purely nonpolitical.

These events, we submit, should peg 1940 as radio's coming-out year and should effectually silence those who have constantly clamored for a gagged and bound and politically hamstrung radio.

We Pay Our Respects To —

DANIEL JOSEPH DANKER, Jr.

ABOUT 13 YEARS AGO, Hollywood chuckled up its sleeve when a young chap whose pockets bulged with soap began showing himself regularly around film studios trying to get big name talent to sign testimonials for use in advertising the product he represented. He knew that soap had never before been endorsed by motion picture stars. Hollywood wiseacres laughed and said it couldn't be done. But he was persistent. And when newspaper and magazine advertisements began appearing, glorifying these film stars, the value of such exploitation was obvious. The young fellow was right, and the wiseacres wrong. Thereafter he had less trouble getting cooperation. Within a few years there was hardly an important film personality in Hollywood who hadn't participated in the advertising campaign.

That young fellow with soap in his pockets was Daniel Joseph Danker Jr., now Southern California vice-president of J. Walter Thompson Co., who is headquartered in Hollywood. He still signs contracts with the film stars, but they are of a different nature. He contracts them now for appearance on radio shows. He signs them today for such agency-produced programs as *Lux Radio Theatre, Kraft Music Hall, Chase & Sanborn Show* and other nationally known sponsored broadcasts serviced by his firm. Contracts he arranged during the last year have paid Hollywood film talent and other celebrities millions of dollars in salaries and fees.

Ever since radio began to use film names, Danker has been signing them. In fact, he has the record of contracting more motion picture stars and name talent for radio programs than any other person in the world today. Only a few celebrities, like Greta Garbo, Charlie Chaplin and Shirley Temple, have refused to go on commercial radio programs. But they have promised to let Danker know if ever available.

Only 37 years of age, this young fellow refuses to be a "big shot". He is known to everybody in radio and advertising as "Danny." Few address him as Mr. Danker because he dispenses with all formality. Although serious minded, he has that jovial air of good fellowship that makes him one of the most popular agency executives on the West Coast. Mention his name to any man in radio or advertising, and he'll always have a good word to say about Danny Danker, and of his ability to "get around".

Danny is known as the unofficial Mayor of Hollywood because of his wide personal acquaintance with folks in films and radio. He knows everybody, from name stars to gatemen, secretaries and page boys at the studios. He takes a personal interest in their problems, too. They all like to chat with Danny Danker and he always manages to find the time to do it. He has won and held their confidence.

Danny was born on March 14, 1903, in Boston, where he received his early education first graduating from Phillips Exeter. He received his A. B. from Harvard in June, 1925. He was one of the ten young college men chosen by J. Walter Thompson Co. that year as apprentices.

When he came to Hollywood as the agency's representative two years later, he was only 24. There was little commercial broadcasting in those days. Radio was just getting out of its experimental stage. Danker made his headquarters in the Roosevelt Hotel in those days, handling testimonials and other agency assignments. But with increased activity in Southern California, three years later, in early 1930, he established offices in downtown Los Angeles, and worked on the Goodrich, Balto Dog Food and other agency accounts.

Meanwhile, advertisers were showing increased interest in the possibilities of radio. Maxwell House Coffee started using local shows, and had a program featuring the banjoist Eddie Peabody, originating in San Francisco. Guests were being used on occasion, and along with his other agency duties, it was Danny's job to supply talent, signing it in Hollywood.

He also supplied occasional Hollywood guest talent for another San Francisco-produced program featuring Rudy Sieger, violinist and his orchestra, which originated from the Fairmont Hotel, under sponsorship of Shell Oil Co. That was back in 1928. Danker likes to relate his varied experiences of those days. The old *Shell Chateau* featuring Benny Rubin with Horace Heidt's orchestra, was another J. Walter Thompson account which used guests who were also sent to San Francisco from Hollywood. When Al Jolson took over that show and moved to New York, Danker continued to sign its talent.

The *Rudy Vallee Show* then sponsored by Fleischmann's Yeast on NBC, and originating in New York, actually started the guest artist vogue in 1933. That was really the beginning of the Hollywood name talent trend in radio, according to Danker. Besides his other heavy agency responsibilities he was kept busy signing talent. He sent them to New York in wholesale lots. Danny would find out which movie stars were going to New York and when. Then he would sign them for guest appearances on that show. He had to extol the advantages of radio to many a film star, and often sought them out in the most unusual places. But Danny Danker, like the Northwest Mounted Police, "always got his man".

In a few short months other J. Walter Thompson produced shows started in New York with talent also being signed by Danker in Hollywood for their appearances. The *Lux Radio Theatre*, opened in New York in October 1934, using Broadway as well as movie talent. Danker sent many from Hollywood during the two years the weekly program emanated from New York. If talent wasn't planning a New York visit then, he would persuade it to go there especially for appearances on the *Vallee Show* or *Lux Radio Theatre*.

It wasn't easy in the beginning. Hollywood film talent wasn't always sure that radio appearances were to its advantage. Danny recalls having spent an entire day around William Powell's swimming pool, selling the star on the idea of doing a broadcast of "The Thin Man". On another occasion, an actress, signed for a guest spot on a weekly one-hour show, phoned Danker the morning of the broadcast which happened to be Monday, and asked him to postpone the program until later in the week, preferably Friday. "It was something new to them, and they were afraid", he relates. "They didn't understand. You would have to argue for months to get them on a program. They would go jittery with mike fright. But after the broadcast they would say, 'Well, when do I go on again? Next week?'"

Burns and Allen got their first radio break on the *Rudy Vallee Show*. Then they went on their own. Shortly after they came to Hollywood on a motion picture

(*Continued on page 97*)

Personal NOTES

LEWIS ALLEN WEISS, vice-president and general manager of Don Lee Broadcasting System, Los Angeles, participated in the Conference on Radio & Education, sponsored by Stanford University and the Federal Radio Education Committee on the college campus July 25-26. He was special guest speaker at the dinner meeting, and later took part in the conversation group. He also appeared with a board of experts who were challenged by questions from guests attending the conference.

REG. M. DAGG, commercial manager of CKWX, Vancouver, B. C., is the father of a boy born in mid-July.

ROBERT A. STREET, sales manager of WCAU, Philadelphia, has returned to the mainland from a vacation trip to Honolulu. He will attend the NAB convention in San Francisco before returning to his station duties.

GERALD F. BOURKE has returned to CKCA, Kenora, Ont., as manager, replacing George A. Titus.

HARVEY HARDY, formely manager of KBST, Big Springs, Tex., and Waynond Ramsey, of KOMA, Oklahoma City, have joined the sales staff of KABC, San Antonio.

JOHN HART, of the Toronto commercial department, Canadian Broadcasting Corp., recently married Theresa Turner of Ottawa.

ARTHUR L. FORREST, director of sales promotion of WBT, Charlotte, N. C., resigned late in July, announcing no plans.

DEANE S. LONG has been named manager of the new WBOC, Salisbury, Md., which he reports is scheduled to start operating about Sept. 15. WBS library service and Transradio news have already been ordered.

FRANKLIN C. SALSBURY, for two years administrative assistant to FCC Commissioner Thad H. Brown and for the last six months an attorney in the FCC Law Department, has resigned effective Aug. 25 to enter private practice in Washington. A graduate of Yale, he was appointed to the FCC from Cleveland. He is the author of an article, "The Transfer of Broadcast Rights", in the current issue of *Air Law Review*, published by New York U.

WILLIAM S. CHERRY Jr., president of WPRO, Providence, R. I., during a recent fishing trip off Martha's Vineyard hooked and landed a 205-pound swordfish.

W. D. WORKMAN Jr., manager of WTMA, Charleston, S. C., is the father of a boy born July 3.

G. L. KIRK recently was named commercial manager of KPAC, Port Arthur, Tex.

ROBERT I. GARVER, of the sales staff of *Tide* magazine, on Aug. 5 is to join the sales department of WOR, Newark.

BOB MAGEE, sales manager of WEEU and WRAW, Reading, Pa., and Cherries Wolff, are to be married Sept. 8 at the Valley Forge Memorial Chapel, Valley Forge, Pa.

MARTIN BLOCK, director of *Make Believe Ballroom* on WNEW, New York, and George M. Cohan, noted stage star, were co-masters of ceremony at a "Swing Carnival" staged July 25 at the New York World's Fair for the benefit of America's defense program. Show, featuring an all-star band, ran from 9:30 p.m. to 2 a.m.

G. W. RICHARDSON, assistant secretary of the Canadian Broadcasting Corp., Ottawa, has joined the Royal Canadian Air Force.

L. D. (Bill) LARIMER, for the last seven years sales representative of KFOR, KFAB and KOIL, Lincoln and Omaha, has resigned to join Consolidated Aircraft Co., San Diego, effective Aug. 1.

WILLIAM WALLACE, formerly of WDAY, Fargo, N. D., and other Midwest stations, has joined the sales staff of KFBB, Great Falls, Mont.

BEHIND the MIKE

DOROTHY MALLINSON, formerly of Gardner Adv. Co., Chicago, and previously a radio actress and scriptwriter, has joined the CBS production staff in New York, and will produce the weekly *Grand Central Station* program, sponsored by Lambert Pharmacal Co. for Listerine. Miss Mallinson and Miss Betzy Tuthill are the only two women on the CBS production staff.

ROBERT WOOD, formerly news editor of CBS, has been appointed assistant to Paul White, CBS director of public affairs.

BRIAN HODGKINSON, announcer of CKY, Winnipeg, has joined the Royal Canadian Air Force. His place is being taken at CKY by Wilfred Carpenter, announcer and program director of CKX, Brandon, Man.

AL COLLINS, formerly of WIOD and WQAM, Miami, and WKAT, Miami Beach, has joined the announcing staff of the new WLOG, Logan, W. Va., along with Fred Parson, formerly of WSAZ, Huntington, W. Va. Ted Eiland, of WLOG, has joined the announcing staff of WCHS, Charleston, W. Va.

RUSS SALTER, program director of WJW, Akron, has returned to his post after a honeymoon. Chet Phillips has resigned from the WJW announcing staff to join WADC, Akron.

ALLAN H. MILLER has joined WTOL, Toledo, as production manager. Karl Nelson recently was named chief announcer of the station, and Bernard Young, new to radio, has joined the WTOL announcing staff. Stanley Wyszatkcki, director of Polish programs on the station, early in July married Marja Mianowska.

JOHNNY BERNBOM, salesman in the talent division of WGN, Chicago, is the father of a boy born early in July.

HILDA KIRBY, of the publicity staff of WFIL, Phladelphia, has resigned to write continuity and handle a woman's program on WPID, Petersburg, Va.

PAUL GLYNN, formerly in charge of the night press desk of CBS in New York, has been appointed publicity director of WJSV, CBS affiliate in Washington. He replaces Bill Slocum, who has been transferred to New York to handle special events and sports.

CHRIS YACICH, musician at WWL, New Orleans, recently placed four tunes for publication with Rialto Music Corp.—"Life Is a Mighty Long Time", "We Will Meet by the Bend in the River", "The Little Green Mound on the Hill", "When There's Tears in the Eyes of a Potato". Writing songs for the last 20 years, Yacich has had about 50 published.

HERALD GOODMAN, formerly head of the artists bureau of KVOO, Tulsa, has joined the program and announcing staff of WFAA, Dallas.

DAVID CONNOR has joined the announcing staff of KGNF, North Platte, Neb.

H. V. KALTENBORN, news analyst, will be the chief speaker at the AFRA benefit in the Auditorium Theatre, Chicago, on Aug. 8. His subject will be, 'We Look at the War".

DOROTHEA O'HERON, formerly of the stenographic department of NBC-Chicago, has been named assistant secretary to S. N. Strotz, head of NBC Central Division, replacing Alice Barrow, resigned. Georganne Huxley, stenographer, replaces Margaret E. Huffman, resigned, as assistant supervisor of audience mail.

Ray B. Van BenSchoten

FUNERAL services were held in Syracuse July 23 for Ray B. Van BenSchoten, radio salesman of WSYR, who was drowned while vacationing at his camp in the Adirondacks. Mr. BenSchoten apparently fainted while sitting on a dock, and fell into the lake. He had been with WSYR since its inception, and was the first full time salesman in Syracuse.

John G. Bridges

JOHN G. BRIDGES, 34, program director and sports announcer of WALA, Mobile, Ala., died July 13 following a 10-day illness. With WALA for several years, Mr. Bridges was active in handling sporting events for the station.

Mrs. Marion M. Ward

MRS. MARION M. WARD, 45, former actress, radio playwright and director of the weekly half-hour *Dramas of Youth* sustaining series on Don Lee Broadcasting System, was found dead in her Los Angeles home July 20, apparently from natural causes. Mrs. Ward had been ill for some time. Born in Shanghai, China, she began a stage career as a young girl and toured the United States in stock companies. More recently she organized a drama school in Huntington Park, Cal., and directed the Shelley Players Little Theatre there.

RAN KALER, program drector of WFAS, White Plains, N. Y., recently married Beatrice Eleanor Thabault. Helen Hokanson, secretary to Frank A. Seitz, WFAS managing director, also was married recently to James DuBois Roosa Jr. She will continue with the station.

DON FRANK, formerly of WAPI, Birmingham, has joined the announcing staff of WCAU, Philadelphia.

LARRY MALLERY, announcer of WHAT, Philadelphia, early in July married Berly Evans.

JOHN MOORE, formerly of WBBM, Chicago, and the Iowa Network, has joined the announcing and production staff of KROW, Oakland, Cal.

ALAN STRONG, formerly with the Nantucket Players and director of International Productions, has joined the announcing staff of WOV, New York.

HELEN BAYLIS, receptionist of WOR, Newark, recently was married to Raymond Richard Withey, air-conditioning engineer, in Elmhurst, Long Island.

ERWIN DARLINGTON, announcer of WRVA, Richmond, Va., was given a leave of absence recently in order to substitute for Ralph Edwards in announcing the NBC show, *Against the Storm*.

ADA BETH PEAKER, of the talent staff of WHO, Des Moines, is the author of "Years From Now", a song recently accepted for publication by Broadcast Music Inc.

MERRILL MULREADY, chief announcer of KSCJ, Sioux City, Ia., for the last two years, has resigned as of Aug. 9 to take journalism at the U of California at Los Angeles. Gay Fergason, formerly of KABR, Aberdeen, and KUSD, Vermillion, S. D., has joined the KSCJ announcing staff.

TOM KRITZER has joined the merchandising department of KGNC, Amarillo, Tex.

WAYNE C. BYERS, program director of WHLB, Virginia, Minn., is the father of a boy born early in July.

BILLY ROSE, formerly of WGY, Schenectady, and WQDM, St. Albans, Vt., has joined the announcing staff of WCAX, Burlington, Vt.

Meet the LADIES

GLADYS CRONKHITE

HER FELLOW workers attest to the abilities of Gladys Cronkhite, home economics director of KGO and KPO, San Francisco. Recently she baked a batch of pumpkin and mince pies for staff members, and proved she knows what she talks about on her five-a-week morning *International Kitchen* programs.

Born in Nebraska, educated in the Northwest, she is a Californian by choice and a veteran of San Francisco's radio world. Editing a women's page in a Northwest newspaper formerly occupied her time, but in the last ten years she has had only three months vacation from the ether waves. Listeners to her KGO-KPO programs like her voice and send her all kinds of unusual presents, from a miniature Bible to a potato masher carved from an apple tree limb. She collects cook books and old food facts as a hobby.

Cupid at CBS Hollywood

WITH Dan Cupid running rampant through the CBS Hollywood studios, six marriages are scheduled for August and September. Lois Berg of the script department will marry Robert Johnson, Standard Oil Co. account executive, on Aug. 13. Marrie Fleck, head of the network's Hollywood music library, and Clark Casey, CBS sound effects engineer, have set Aug. 19 for their wedding. Meredith McCubbin of the production division, and Thomas A. Nolder, San Francisco bond broker, will marry on Aug. 31. James Murphy, sound effects engineer, and Adlynn Craig, former film actress, have announced Sept. 3 as the date of their wedding. Elizabeth Heineman, sales department secretary, and Bradford Swope, special investigator for the U. S. Farm Security Administration, will take their vows Sept. 4.

HARRIET HESTER, educational director of WLS, Chicago, has been added to the summer school faculty of Northwestern U where she will conduct a course in "Music Education for Rural and Village Schools."

DOUG CARTER, former free-lance actor of Chicago, has joined the announcing staff of WJHO, Opelika, Ala.

GEORGE HEINEMAN, newest member of the WBBM, Chicago, newsroom staff, has been awarded a full scholarship in the School of Speech of Northwestern U. He is a third year man at that school.

JOE HERGET, formerly continuity director of WSAZ, Huntington, W. Va., has joined the new WBRW, Welch, W. Va., as program manager.

GORDON HITTENMARK, *Timekeeper* of WRC, Washington, was selected by the D. C. Department of the American Legion to receive one of its five 1940 "good citizenship" awards. He received his award Aug. 1 during special ceremonies at the Legion convention.

PAUL BARTLETT, a June graduate of Harvard U and formerly in radio with the McClatchy stations on the West Coast and NBC in New York, has joined the announcing staff of KOA, Denver.

AL CAPATISTI, announcer of WBAB, Atlantic City, is to marry Jane Smathers, daughter of U. S. Senator Smathers, in September.

LORNE GREENE, chief newscaster of the Canadian Broadcasting Corp., Toronto, on Sept. 3 will marry Rita Hands of Toronto.

RUTH PETERSON, actress at KPO-KGO, San Francisco, was married July 3 to Charles Patrick Breen, of San Francisco.

DON HEYWORTH, announcer of KYW, Philadelphia, is the father of a boy born in mid-July.

HUGH CARLISLE, announcer of WRTD, Richmond, is recovering from an emergency appendectomy. Carl Goodwin, sports announcer of WPID, Petersburg, Va., handled his WRTD programs during his absence.

HUB JACKSON, formerly program director of WJW, Akron, has joined KABC, San Antonio, Tex., in the same capacity. Bill Brazil and Travis Cabaniss have joined the KABC announcing staff. Mary Blair has joined the continunity department and June Hagin the traffic department of KABC. Beatrice Berry has joined the clerical staff.

BILL BIVENS, announcer of WBT, Charlotte, N. C., is the father of a boy born July 17.

JOHN CANNON, formerly of WEDC, Chicago, has joined the announcing staff of WHK, Cleveland, replacing Harry Brown, resigned.

HUGH BARTLETT, Canadian Broadcasting Corp. announcer in Toronto, on Aug. 3 will marry Pauline Schnurr of Toronto.

RAY GIRARDIN, announcer of WEEI, Boston, is the father of a boy born July 17.

CHARLES BANFE Jr., U of Chicago graduate, has joined the continuity staff of WWAE, Hammond, Ind. Howard Dunavan, chief announcer of WWAE, is the father of a boy born July 15.

PETER J. HARKINS, formerly a script writer with both CBS and NBC, has joined the announcing staff of WBTM, Danville, Va. He is to marry Virginia Greenhaw, of Washington, in mid-September.

SAM HAYES, Hollywood commentator, takes the part of a fight announcer in the Warner Bros. film, "City For Conquest," to be released shortly.

AL STEVENS, announcer of WFIL, Philadelphia, is sporting a bandage over his eye and owns a new car as a result of a head-on collision while driving July 12 with his wife and children. They all escaped with scratches.

RUS BISHOP, formerly staff organist with WCCO, Minneapolis, KLZ, Denver, and KSCJ, Sioux City, has been named staff organist at WBBM-CBS, Chicago, by Musical Director Milton Charles. Dave Bacal is the other staff organist.

STUART MIMS, author of "Russian Bank", Broadway stage show, has joined the announcing and production staff of WAPI, Birmingham.

DOROTHY ROBERTS, formerly of KGNF, North Platte, Neb., has joined the continuity department of KFBB, Great Falls, Mont., along with Ruth Heggin, formerly of KWNO, Winona, Minn.

BOB CUNNINGHAM, formerly assistant program director in charge of traffic for WBBM-CBS, Chicago, on July 19 was transferred to CBS, New York, where he will assist Gerald Maulsby in traffic and general supervision. His successor in Chicago has not been named.

WALTER COMPTON, MBS presidential announcer and news commentator of WOL, Washington, on July 22 married Frances Miller.

FRANCIS B. SCHIPPER, accountant of WELI, New Haven, Conn., on Aug. 17 is to marry Helen McHough.

CHARLES GUSSMAN, author of the NBC serial, *Li'l Abner*, is the father of a girl born July 8. Mrs. Gussman is the former Mary Young of the Ziegfeld Follies and Ballet Russe.

PAUL MOSELEY, recent graduate of Minnesota U. has joined the announcing staff of KFJM, Grand Forks, N. D. In addition to studio duties, he is assisting Elmer Hanson on baseball broadcasts and has taken over the daily *KFJM Sports Review*.

JOHN CONTE, Hollywood announcer of the NBC *Kay Kyser's College of Musical Knowledge*, sponsored by Lucky Strike, has relinquished that assignment to Ken Carpenter. Conte will undergo a screen test at Warner Bros. and later fulfill stage assignments.

BYRON PALMER, formerly of the CBS Hollywood junior staff, has joined KFAC, Los Angeles, as news editor. Morton Block, formerly of KERN, Bakersfield, Cal., has joined KFAC as announcer.

GENE EUBANKS, formerly NBC Chicago producer for five years, is now in Hollywood where he plans to relocate in radio. He is a pioneer in West Coast radio and motion pictures, having made his home in Hollywood for many years before going to Chicago.

HAL FIMBERG, Hollywood radio writer, has been signed by Republic Studios, that city, to script "Belle of Atlanta", which will be filmed shortly.

SIDNEY MOFFETT, new to radio, has joined KRIC, Beaumont, Tex., as assistant to Franklin Whitehead, program director. New also to the staff is Irene Mitchell, in charge of special sales.

HARVEY HELM, formerly Hollywood gag writer for *Burns & Allen*, has joined the writing staff of the CBS *Al Pearce & His Gang* program, sponsored by R. J. Reynolds Tobacco Co. (Camel).

JULIA MEDLOCK, formerly public relations director of Kellems Products and the Allerton New York Corp., has joined Tom Fizdale in charge of fashions. She was previously radio director of the *San Francisco Chronicle*.

CAPT. BILL ROYLE, nationally known in radio, is in the Veteran's Hospital, Sawtelle, Cal., recovering from a serious illness.

JOE PARKER, NBC Hollywood producer, and Betty Hill, film singer and actress, were married July 22 in Tiajuana, Mex.

WILLIAM CASS, formerly of the WBBM-CBS, Chicago, continuity department, has left for New York where he will assist Lester Weinrot in writing and producing *Meet Mister Meek*, weekly quarter-hour CBS serial.

TAMARA ANDREEVA, CBS New York fashion editor, is being transferred to Hollywood to handle styles and women's news.

EDWARD A. CLELAND, for the last six years with WINS, New York, has joined the continuity staff of WBBM-CBS, Chicago.

DON FORBES, Hollywood commentator on the NBC *Richfield Reporter*, sponsored by Richfield Oil Co., plays the role of a football announcer in a film being produced by 20th Century-Fox Studios.

BEN ALEXANDER, NBC Hollywood commentator, portrays a fight announcer in a Universal Studios film now being produced.

Wynn's Thrill

DICK WYNN, announcer of KSFO, San Francisco, played a role in a real life thriller recently when he found himself practically in the center of a gun battle between a holdup man and a store proprietor. One bullet struck a passerby, who was dropped to the pavement, wounded in the abdomen. Wynn dashed for the nearest policeman and then ran back to the scene of the shooting. The holdup man was captured.

HAL MOON has been named chief announcer and Frank McIntyre news editor of KGVO, Missoula, Mont. Verne Sawyer, formerly of KVI, Tacoma, Wash., has joined KGVO as sports announcer.

CHARLES WALTERS, program director and chief announcer of WRDW, Augusta, Ga., recently married Mildred Brooks, formerly of the continuity department of WMC, Memphis.

RALPH CAMARGO, announcer of KOIN-KALE, Portland, Ore., is the father of a girl born in mid-July.

WILLIAM JEFFRAY, formerly of the radio department of Geyer, Cornell & Newell, New York, has joined the announcing staff of WAAT, Jersey City. Mr. Jeffray also writes a syndicated musical column via State-Wide Features.

HALL BRADLEY, well known in radio acting, has joined the announcing staff of KMPC, Beverly Hills, Cal.

JESS KIRKPATRICK, announcer of WGN, Chicago, is featured on the cover of the July issue of *Golfing* magazine.

Mendel Jones Appointed Manager of New WAKR

ALTHOUGH the starting date has not yet been fixed, S. Bernard Berk, who will be operator of the new WAKR, Akron, has announced the appointment of Mendel Jones as general manager. Mr. Jones, who has resigned as production manager and program director of WCKY, Cincinnati, has already reported for duty in Akron, working from Mr. Berk's law offices in the Second National Bank Bldg. It is hoped to have the station, which will operate with 1,000 watts fulltime on 1530 kc., in operation this autumn.

Mr. Jones

Authority to construct WAKR was first granted in August, 1938 but opposition held it up and a regrant was issued last January. Mr. Berk, who heads Summit Radio Corp., the licensee, owns the city's largest wholesale and retail sporting goods firm, in addition to which he practices law. His new manager is a veteran of many years in radio, having started as a band leader and then served as salesman with the old WEDH, Erie, Pa., and the old WJAY, Cleveland. Mr. Berk also announced the appointment of Don Dayton, local radio man, as chief engineer of WAKR.

MRS. EDWIN PETTIS, sister of Burridge D. Butler, president of WLS, Chicago, and publisher of *Prairie Farmer*, died July 9 at her home in Grand Rapids, Mich.

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Ladies First... as News Listeners, Too

CBS Finds Fair Sex Faithfully Follows Broadcasts

By JOHN J. KAROL
CBS Market Research Counsel

DURING the last two years, there has been a large increase in the number of news programs heard over the radio. This has resulted in speculation by the broadcasting companies and news sponsors on how much and what sort of audience these programs reached. How many people listened and just how many of them were women.

Mr. Karol

CBS has just collected and collated the results of many studies by different investigators which throw light on the subject of *how* women felt about news broadcasts. CBS researchers took charge of the marshalling of facts, both past and present, and the woman-hunt was on!

More and More Facts

In country, in city, on farm and in factory the researchers have gathered more and more facts on news-listening. From Providence, R. I., to Madison, Wis.; from Philadelphia to the "typical prairie State" of Kansas, the questions were asked, over and over again:

"What type of radio program do you like best?"

"Where do you ordinarily get most of your news?"

And many other questions in the same vein, with perhaps slightly different syntax. All of them concerned news and women.

A group of these researchers from Ohio State University tackled the city of Dayton, armed with 18 radio program classifications, and asked men and women encountered there to check their five favorite types of programs. News won overwhelmingly with both sexes; 81.5% of the men preferring that type of radio program, 79.7% of the women favoring it:

MEN	%	*WOMEN*	%
News	81.5	News	79.7
Comedy	63.7	Drama	54.1
Pop. Music	57.8	Comedy and Pop. Music	53.4

That survey was taken of both sexes, so when the researchers moved on to Madison, the question was asked only of housewives. (In this way any desire of women to show off their knowledge before men would be eliminated, and there would be no compulsion to say "news" because it sounded more intellectual, and would impress their menfolk.) Ten programs were listed, and the favorite five were to be checked.

When the dust of the pencils had been cleared away, news again led all the rest, being the first choice of 36.4% of the women, against 25.3% for the second choice—popular music:

PROBLEMS OF HOUSEWIVES and how to go about solving them, was the topic when these three nationally-known home economists got together in Southern California to compare notes. They are (l to r) Beth Bailey McLean, head of the home makers department, Swift & Co., Chicago; Norma Young, director of the daily *Happy Homes* program on KHJ, Los Angeles, and Verna Miller, home economics department director of Frigidaire Co., Dayton. Their discussion, in part, was televised over the Don Lee television broadcasting station W6XAO, Los Angles.

	FIRST CHOICE
News	36.4%
Popular Music	25.3
Short Plays	13.0
Classical Music	13.0
Sports	4.0

The data thus far, which had shown that women not only were interested in the news but preferred hearing it over all other programs, had been collected in mid-western cities. For a more cosmopolitan view the hunt shifted its operations to Philadelphia.

Scouts on the Job

Here the Philadelphia Council of the Boy Scouts of America loosed their Eagle Scouts, and those of lesser rank, on some 35,000 unsuspecting citizenry. The same question which had been used out west was repeated in these thousands of personal interviews: Which type of radio program do you prefer?

At the conclusion of this survey, the Boy Scouts found that they really had done their good deed in helping to do away with a faulty axiom—that men might be more interested in the news than women. For the Philadelphia story showed that almost as many women were interested in news programs as men, and that women favored news programs over other types of radio programs even more than men! It seems that men, judged by their radio entertainment choices, are more escapist than the weaker sex. The women want to know what's going on!

In choosing their first five favorite types of programs the women of Philadelphia put *news bulletins* second only to popular music, ahead of all the rest. On the other hand, the Philadelphia men, who also placed popular music first, could do no better with news bulletins than place them fifth.

In actual percentages the men and women were closer than a photo finish. 33.4% of Philadelphia's women picked news bulletins as their second choice in radio programs, while 36.6% of the men favored this type of show, landing it only in fifth place. (Fourth spot went to sports news, showing that men will be boys.)

Here's the complete result of the survey:

MEN	%	*WOMEN*	%
Pop. Music	77.0	Pop. Music	60.0
Melodrama	48.1	*News Bulletins*	33.4
Comedy	40.6	Semi-Class. Music	30.0
Sport News	39.7	Household	27.3
News Bulletins	36.6	Melodrama	25.9

By now pretty well satisfied that the urban woman of America listened whenever news sent on the air, the research boys wanted to check the rural area, to see what the farmer's daughter (and wife) listened to, when there was nothing better to do.

News in Kansas

Dr. Harrison B. Summers, of Kansas State College, sent his research staff into the fields of Kansas, to discover the first five program choices of 9,335 men and women on the farms and in the towns of that State.

News broadcasts were the first choices of town men and women, and farm women; second choice, by a narrow squeak, of the farm men, beaten only by weather information, (which is considered news by many). Eighty-eight percent of the first place choices of the town women went to news broadcasts, against 85% of the town men's choices, while 90% of the favored ballots of the farm women put news broadcasts in first place. Ninety-one percent of the farm men registered their preference for news broadcasts, 1% more than the farm women, but 92% of the first choices of the farm men were given to weather information, so that the farm women *actually preferred* news broadcasts above all others, while their better halves put it second to the weather. (This of course, is understandable, since the farmer is highly dependent on weather news each day, else his earning power and livelihood would be rather speculative. If weather information, which is actually "news", were to be included in that cate-

(*Continued on page 134*)

Test in Supreme Court Is Possibility in WCPO Appeal of WCOL Grant

NEW indication of an eventual Supreme Court test of the authority of the FCC to curtail coverage of existing broadcast stations through assignment of other transmitters on the same channel, without the formality of a hearing, was given July 20 with a second FCC denial of a petition by WCPO, Cincinnati, against assignment of WCOL, Columbus, on its channel [BROADCASTING April 15].

WCPO, operated by Scripps-Howard Radio Inc., originally had appealed from the FCC decision of Oct. 10 granting WCOL a construction permit without hearing for assignment on 1200 kc. with 250 watts unlimited time, involving a shift from 1210 kc. The Cincinnati station claimed its service would be reduced and sought a hearing or rehearing. When this was denied, WCPO took an appeal to the U. S. Court of Appeals for the District of Columbia, against the issuance of the construction permit. With the action of July 20, denying its second petition for rehearing or hearing, WCPO, through its counsel, Paul M. Segal, now plans to appeal to the appellate court from the issuance of the license to WCOL.

In its new decision the FCC said it denied the WCPO petition because it "merely suggests that operation by WCOL under the grant results in interference in petitioner's present service area, but sets forth no facts in any way indicating that the Commission erred" in concluding that public interest would be served by the grant."

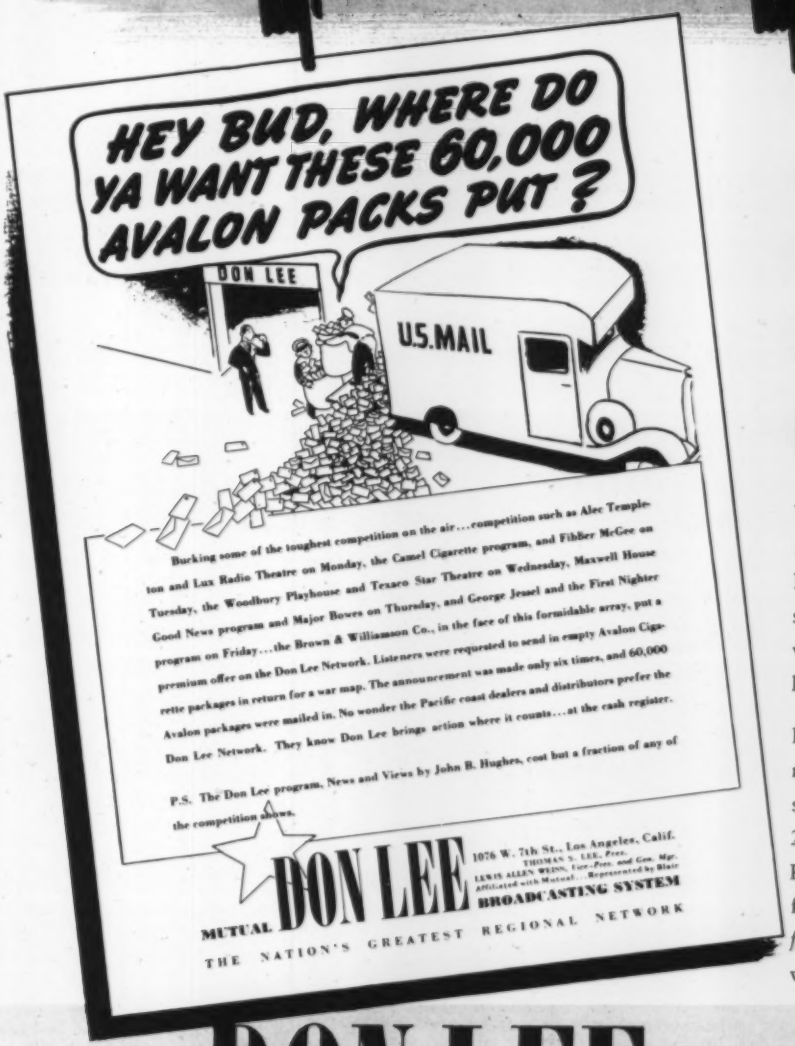
Plans for New WKPA

TENTATIVE plans for WKPA, daytime regional outlet in New Kensington, Pa., near Pittsburgh, to go on the air about Sept. 1 were announced by the station's recently appointed general manager, Les Ryder, formerly of WPID, Petersburg, Va. Authorized by the FCC June 25 to operate with 250 watts daytime on 1120 kc., the station was granted to the Allegheny-Kiski Broadcasting Co., a group of seven local business men and city officials, each holding equal interests, and headed by C. Russell Cooper [BROADCASTING, July 1]. Selection of the station personnel has not yet been completed. Studios and transmitter will be RCA equipped throughout.

WHKY Staff Completed

JOHN McALLISTER, formerly of WBT, Charlotte, is manager of the new WHKY, Hickory, N. C., authorized last September by the FCC to operate on 1370 kc., 250 watts fulltime. James McClendon, previously with WSTP, Salisbury, N. C., is program manager; Orville Campbell, assistant commercial manager; E. S. Long, formerly of WSPA, Spartanburg, and WGNC, Gastonia, chief engineer; Wesley I. Nodine, assistant engineer. Announcers are Bing Bennett and Weston Hatfield. An RCA transmitter with Western Electric reproducers, Fairchild turntables, and Collins console is being used. A Truscon tower is located atop the Hotel Hickory, adjacent to the studios.

We thought this was terrific...but LOOK—


HEY BUD, WHERE DO YA WANT THESE 60,000 AVALON PACKS PUT?
DON LEE
U.S. MAIL
Bucking some of the toughest competition on the air...competition such as Alec Templeton and Lux Radio Theatre on Monday, the Camel Cigarette program, and Fibber McGee on Tuesday, the Woodbury Playhouse and Texaco Star Theatre on Wednesday, Maxwell House Good News program and Major Bowes on Thursday, and George Jessel and the First Nighter program on Friday...the Brown & Williamson Co., in the face of this formidable array, put a premium offer on the Don Lee Network. Listeners were requested to send in empty Avalon Cigarette packages in return for a war map. The announcement was made only six times, and 60,000 Avalon packages were mailed in. No wonder the Pacific coast dealers and distributors prefer the Don Lee Network. They know Don Lee brings action where it counts...at the cash register.
P.S. The Don Lee program, News and Views by John B. Hughes, cost but a fraction of any of the competition shows.
MUTUAL DON LEE BROADCASTING SYSTEM
1076 W. 7th St., Los Angeles, Calif.
THOMAS S. LEE, Pres.
LEWIS ALLEN WEISS, Vice-Pres. and Gen. Mgr.
Affiliated with Mutual... Represented by Blair
THE NATION'S GREATEST REGIONAL NETWORK

THE SAME WAR MAP OFFERED AGAIN ON DON LEE BROUGHT 23% INCREASE IN RESPONSE!

When 60,000 Avalon packs were mailed in as a result of six announcements on Don Lee in the first Brown & Williamson war map offer, we thought we had a whale of a story – so did Brown & Williamson and their dealers . . .

But now B. & W. makes another war map offer, only this time listeners had to send in 10c, and what happened . . . a 23% increase in returns! No wonder Pacific Coast dealers and distributors prefer the Don Lee Network. They know, *from experience,* Don Lee brings action where it counts – at the cash register.

MUTUAL DON LEE BROADCASTING SYSTEM

1076 W. 7th St., Los Angeles, Calif.
THOMAS S. LEE, *Pres.*
LEWIS ALLEN WEISS, *Vice-Pres. and Gen. Mgr.*
Affiliated with Mutual... Represented by Blair

THE NATION'S GREATEST REGIONAL NETWORK

Draft to Deplete Canada Stations

Preponderance of Youthful Personnel Vital Factor

AS THE NUMBER of Canadian broadcasters enlisting in the army continues to grow, Canadian broadcasters are faced with a problem of depleted staffs during the next few months. Conscription of single men from 21 years up starts late in August or early in September. Conscription has been legislated in Canada for home defense, enlistment for overseas service still being on a voluntary basis.

Offices of the Canadian Assn. of Broadcasters are daily being queried by broadcasters for information, but at this writing no government regulations have as yet been released on dates when conscription registration starts or what classes will be called up. Most stations will be heavily affected, inasmuch as most staffs consist largely of young men. One group of stations has practically its entire staff within the age limits, with many of the staff single. The Canadian Broadcasting Corp. is similarly affected, as much of its staff consists of men under 30.

No Exemptions

At the outset of the war, it is learned, a register was made by the CAB of all staffs of all privately-owned stations, and forwarded to Ottawa for reference purposes. At that time it was also announced that the CBC staff and the technical staffs of the private stations would be exempt from war services as broadcasting was considered an essential wartime service. The situation has changed, and the government conscription for home defense regulations does not allow exemptions.

Present government-announced conscription for home defense plans call for a training of about six weeks, some in evening time, some in camp. Employers are to continue to hold positions open for men called up, to pay full salaries or make up the difference between army pay and their regular salaries, as conscripts will not be paid for dependents while in training. Conscripts can voluntarily join the Canadian Active Service Force.

It is understood there will be some cooperation between the government and industries, including broadcasters, so that entire staffs will not be depleted for home defense training. In addition to the conscription of young men, there will also be voluntary evening training in militia units similar to the United States National Guard regiments with camp training for those able to attend. This is for married men and those not called in conscript classes.

More Auto Radios in Canada

AUTO radios took a boost in Canada in 1939, according to figures just released by the Radio Branch, Department of Transport, which reports a total of 35,578 auto radios licensed in the fiscal year ending March 31, 1940, as compared to 28,844 in the previous fiscal year. Ontario accounted for 42% of the total number licensed. Every province showed an increase except Ontario. Free radio licenses were granted to 4,699 blind persons in Canada, as compared to 3,926 in the previous year.

Joins Regiment, Woman Manager in Charge

CALLED TO THE COLORS, Lieut. J. Don Buchanan (left), owner and manager of CKPC, Brantford, Ont., has left the station in charge of Miss Evelyn Feely "for the duration". Lieut. Buchanan has joined his regiment of the Canadian Active Service Force. Miss Feely becomes Canada's only woman station manager. She began with CKPC as secretary to Lieut. Buchanan seven years ago, and has served as announcer and commentator under the name of Martha Lee. For the last few years she has been program director.

THE BUSINESS OUTLOOK: CANADA

By JAMES MONTAGNES

RADIO advertisers have not and do not plan to stint on commercial radio advertising just because Canada is at war. That is the consensus after a survey of Canadian broadcasters, advertising agencies and station representatives. The spot broadcasting and the network broadcasting pictures both look good in Canada, with an increase expected for autumn business this year as compared to last year. As one leading time buyer stated: "Everything points to a normal increase in spot and network time, the same normal increase which has been evident the last five years." That speaks plainly for radio advertising in a country at war for nearly eleven months.

Spot Holds Up Well

It is as yet too early for many of Canada's radio advertisers to have finally arranged for their fall schedules, but advertising agencies are busy with the Canadian Broadcasting Corp. station representatives and stations for time schedules for the regular radio advertisers and for a number of advertisers who are trying radio for the first time. No executive interviewed was pessimistic on the radio advertising picture for the last months of 1940. All opined that it would be as good and possibly better than last fall.

Spot broadcasting has held up well in Canada despite the war. Few advertisers found it necessary to curtail or abandon their plans for radio, though a few did. These were mainly companies who imported their products and were not sure of deliveries in quantities large enough to warrant radio advertising. One was a tea company, branch of an English concern. Another, as an example, was an electric public utility with an educational campaign to stimulate use of more electric current. With war industries booming, all surplus current would be industrially needed, and so that organization dropped its radio plans.

To make up for the few abandoned campaigns a number of new large campaigns were started during the last spring and in the early summer. These were transcription campaigns on a Canada-wide basis, more than making up for the few abandoned campaigns. And for this autumn, agencies mentioned that a growing number of accounts which never or only slightly used radio in the past, are planning fair-sized campaigns to take advantage of greater employment in Canada with war industries speeded up in recent months and considerable drops in the relief rolls.

According to the figures of one large station representative firm bookings have increased during the first ten months of the war by 20%. As this representative has stations throughout Canada, it gives a clear indication that there is no falling off in spot broadcasting. The same executive stated that only a few days after Prime Minister Churchill's broadcast of July 14, advertisers who had held back in recent weeks from new campaigns because of the war situation were showing restored confidence in the future and getting ready to sign autumn campaigns.

Appropriations Enlarged

In addition to new radio advertisers coming on the air, agency executives and station managers report that appropriations of regular radio advertisers have in a number of cases been enlarged, and expansion is still continuing to take place. There is a more than normal inquiry for small regional and larger custom-made networks, and at least one sponsor will broadcast intercollegiate football games on regional networks.

More national network campaigns are booked for this fall than were on the air last year, including a fair number of American and Canadian advertisers new to Canadian networks. Reasons given for this growth include the fact that some Canadian advertisers are nationalizing their regional distribution, are making radio advertising appropriations on a yearly instead half-yearly basis, and are turning from spot to network campaigns.

While there have been no commercial wartime programs developed, it is believed in some quarters that some angle of the variety program may be developed featuring war songs and sketches. Most agency executives are of the opinion, however, that enough talk and news about the war are carried on the air, and that listeners want other radio entertainment on commercial programs.

The quiz show is felt by some to be on the way out. Until the sponsored newscast situation (there is strong newspaper-backed movement for the elimination of sponsored newscasts in Canada) is finally settled in August, national advertisers plan to use other program material. There are two Canada-wide sponsored news services now on the air in the Dominion, and other big advertisers have shown an interest, when the situation clears.

Transcriptions and Elections

Despite increased customs duty and the difference in Canada and United States dollars, transcription shows continue to be imported into Canada. The transcription sales of imported shows are on a par with last year, before war outbreak, according to one large importing firm. On the other hand, custom-made transcriptions in Canada are continuing in demand, one special set recently made being for a food firm with an Italian name to tell its all-Canadian ownership story in 13 Canada-wide musical broadcasts.

The war actually benefited Canadian broadcasters this past spring when Canada held a federal election. Past elections saw the cancellation of commercial broadcasts to clear time for network election talks. This time, with war control on election broadcasts by the CBC, and each election talk, local and network, having to be approved by the CBC, broadcasters found that less commercial broadcasts had to be cancelled for network election talks, although there were as many as in the past. Result was more money for the stations.

With prospects of increased business this fall, advertising agency executives report that specific time is constantly becoming more difficult to obtain on individual stations, while network time is considered so hard to get that "a shoehorn is needed".

All in all, it looks as if the war will mean excess profit taxes for most Canadian stations, instead of a slump in radio advertising as expected in some quarters when war broke out last September.

WDEF are the call letters assigned by the FCC for the new local station in Chattanooga which Joe W. Engel, president of the Chattanooga baseball club, has been authorized to construct [BROADCASTING, July 15].

NAB · LANG-WORTH
MUSIC LIBRARY SERVICE
is recorded by

Columbia

Columbia engineering has developed a transcription which is incomparable in tonal fidelity.

During the past five months we have seen blase union musicians thrill like "school-boys" at first hearing a Columbia reproduction of their work.

We have enjoyed the sensation of being forced to telephone a broadcasting station to prove to an advertiser that the "live orchestra" he thought he was listening to, was a NAB-Lang-Worth transcription.

Yes, we have even had a complaint from a program manager who wrote: . . . "These new NAB-Lang-Worth transcriptions are making me trouble. They are so real they embarrass my live orchestra!"

When the agreement between NAB and Lang-Worth was signed, Lang-Worth pledged itself to provide Radio stations with a transcription service of the highest possible technical excellence at the lowest possible cost.

That Service is NOW ready for YOU!

LANG-WORTH FEATURE PROGRAMS, INC.

Exclusive Producers of NAB-Lang-Worth Music Library Service

420 MADISON AVENUE, NEW YORK, N. Y.

PACA Vancouver Radio Session Is Big Success

Feltis Committee Brings U. S., Canadian Radio Delegates

By LINDSEY SPIGHT*

BROADCASTERS from the United States and Canada, as well as West Coast advertising and agency representatives, who attended the radio departmental of the Pacific Coast Advertising Club's Association in Vancouver, in mid-July left the session feeling more worldly-wise on commercial radio. That was because the departmental, which concluded the business sessions of the 37th annual PACA convention, was the best attended of all special functions and was hailed as the most successful session in recent years.

Devised under the chairmanship of Hugh Feltis, commercial manager of KOMO-KJR, Seattle, and a committee of West Coast broadcasters, the program was designed to give delegates from the States an idea of the problems of Canadian broadcasting, particularly under the stress of war conditions. A list of representative speakers opened discussion on major industry problems.

Daylight Time Issue

A subject of great importance to Pacific Coast broadcasters and advertisers—daylight saving time—was fully discussed with the expected sympathies for elimination of the summer differential, which put Eastern originations into the Coast an hour earlier. It was concluded that the PACA convention was not the place to take positive action, and the radio delegates proposed to raise the question at district meetings in San Francisco preparatory to the NAB convention Aug. 4-7.

C. P. MacGregor, head of the Hollywood transcription company of that name, opened with a spirited plea for station managers and network support of Broadcast Music Inc. He reported the recently concluded arrangements between BMI, and the leading recording studios to have available by the NAB Convention 5,000 recorded pieces and the guarantee by the participating recording companies to furnish an additional 75 tunes per month prior to the expiration of the present ASCAP contracts at the end of this year.

CBC War Activity

In the absence of Horace Stovin of CBC, Toronto, who was scheduled to speak on "Regulation No. 13", which concerns the handling of medical copy in Canada, Ira W. Dilworth, regional director of the Canadian Broadcasting System, spoke on "The CBC in Wartime." This reflected the temper of the convention which was keenly interested in comparing war sentiments and international viewpoints from both sides of the border.

F. R. Gamble, managing director of American Assn. of Advertising Agencies presented the agencies' viewpoint towards radio as a medium stressing particularly the problems of cash discounts and unstable rate structures. The convention was also glad to learn from him of the agencies active interest and cooperation with the industries' fight for broadcast music.

Dr. Frank J. Clancy, formerly director of the bureau of investigation of the A. M. A. and now a practicing Seattle physician, brilliantly satirized radio medical copy from the standpoint of scientific fact. His talk, illustrated by recordings of actual commercials, from an entertainment standpoint, was generally considered the outstanding speech of the convention. Underneath the humor and satire was a sincere and serious charge against some of our present copy practice and many of the prominent broadcasters present would like to see him included in the coming NAB convention program in San Francisco in August.

Charles Brown, Pacific Coast sales promotion manager for NBC, Hollywood, explained the working principles behind the Pacific Coast Hooper reports. His general discussion of the quality and quantity of radio fact finding, which places it in the top of 20 American industries in appropriations spent in research, proved surprising to most of the audience.

The writer attempted to summarize the preceeding speakers' remarks from the strictly commercial standpoint. He gave examples of improving station management, better rate practice and copy control, coming in voluntarily through self regulation in the industry.

Belding Elected President

Chairman Feltis' technique in arranging an industry business meeting rather than a show won many expressions of commendation not only from the broadcasters but the convention at large. It has set a pattern that will be difficult to excel at future radio departmentals of the PACA.

Don Belding, vice-president and manager of the Los Angeles office of Lord & Thomas was elected president of the association for the coming year. Next year's convention was awarded to Santa Barbara.

Members of the committee for the PACA radio departmental, in addition to Chairman Feltis, were Don Thornburgh, CBS, Los Angeles; Lewis Allen Weiss, Don Lee-MBS, Los Angeles; C. E. Hooper, New York; Sydney Dixon, NBC, Los Angeles; John C. Kendall, attorney, Portland; Lindsey Spight, John Blair & Co.; Walter Burke, McCann-Erickson, San Francisoc; Walter Wagstaff, KDYL, Salt Lake City; Carey Jennings, KGW-KEX, Portland, Ore.; George Chandler, CJOR, Vancouver; Reg Dagg, CKWX, Vancouver; Jack Morse, Dan B. Miner Co., Los Angeles; Dick Lewis, KTAR, Phoenix; G. A. Wellington, Seattle representative, KFAR, Fairbanks, Alaska; C. W. Myers, KOIN, Portland; Earl J. Glade, KSL, Salt Lake City.

* Pacific Coast Manager, John Blair & Co.

JUST LIKE CASEY was Clair Shadwell, program director of WSAI, Cincinnati, as he strained into this high-swinging third strike during a baseball game at the big picnic given July 14 under auspices of the *Cover Pullers* program of WSAI. More than 2,000 persons, members of the Cover Pullers Club and their guests, attended this first annual jamboree, engineered by Batsman Shadwell and Layman Cameron, m.c. of the early morning program.

ONE OF THE FIRST

KFH Baseball Quiz Marks 125th Broadcast

A PIONEER quiz show, *Quizzer Baseball*, recently completed its 125th weekly broadcast on KFH, Wichita, under the cooperative sponsorship of its original four backers. Broadcast from the stage of the local Civic Theatre, the contest feature simulates a real baseball game, with Larry Stanley, sports announcer, supplying play-by-play color. Prizes from $25 up to more than $100, built up cumulatively, are awarded in addition to regular prizes by O. F. Sullivan, theatre manager.

For the broadcast Vernon Reed, KFH program director, distributes to audience participants miniature baseball bats, numbered to correspond with particular questions. Each question is good for one, two, three bases or a home run, if answered correctly, depending upon its difficulty. A single pays the batter $1, with a home run worth $4. The special awards are given for answers to questions pertaining to a picture at the theatre. Listeners get $1 and two theatre passes for questions used on the program. The feature was originated by E. F. Scraper, KFH sales manager, and is being presented in several other theatres and stations. The program, distributed by Civic Enterprises Inc., Wichita, is copyrighted.

Assist for Hodges

RUSS HODGES, sportscaster of WBT, CBS affiliate in Charlotte, N. C., should share honors for the two-hit shutout game recently pitched by Buck Newsom of the Detroit Tigers over the Washington Senators. While broadcasting, Hodges heard that Newsom was worrying about his father, ill with a heart attack, and sent out good luck wishes to the sick man. Newsom's sister, Ileen, heard the broadcast in Hartsville, S. C., phoned WBT that her father had improved and wanted Buck to "stay in there and pitch." WBT phoned the news to Buck in the player's dugout in Washington and the shutout game resulted.

Bushnell Joining BBC To Operate Shortwave Services for America

ERNEST L. BUSHNELL, Canadian Broadcasting Corp. supervisor of programs at Toronto, has been loaned to the British Broadcasting Corp. to develop shortwave services directed towards North America, the CBC announced in Ottawa July 18. He was to proceed to England within a few days of the announcement, his third trip overseas since the outbreak of war. His two previous trips were to organize CBC programs from England, including news talks and broadcasts of activities of the Canadian armed forces in England.

Mr. Bushnell

Because of the present close association of the CBC and BBC, Bushnell will retain his title as CBC program supervisor, and will keep in close contact with George Taggart and Charles Jennings, his assistants at Toronto, under the same arrangement as during his two previous trips to England.

Mr. Bushnell has been in radio since 1921 when he first sang over the former CFCA, onetime *Toronto Star* station. Born on a farm near Port Perry, Ont., on Nov. 19, 1900, he graduated from the University of Toronto's Conservatory of Music in 1922, for the next five years toured Canada and the United States with a male quartet, and in January, 1927, formed one of the first radio advertising agencies in Canada with Charles Shearer, now assistant radio censor at Ottawa. At the same time Bushnell assumed joint managership of CFRB, Toronto. In 1930 he was made manager of Canadian National Carbon Co. (Eveready Batteries) station CKNC, Toronto, now CBY, Toronto.

In 1933 on formation of the Canadian Radio Broadcasting Commission, predecessor of the CBC, he was appointed regional program director. When the CRBC became the CBC in November, 1936, Bushnell became program supervisor.

Johnson Wax Shortwave

S. C. JOHNSON Co., Racine, Wis., on July 12 started two Friday shortwave programs via NBC's shortwave stations WNBI and WRCA, to promote Johnson's wax in South America. Series will run 52 weeks. One program, in Portuguese, is titled *Hollywood Life* and features Iracema de Mallo, 7:15-7:30 p.m. (EST). The second program, *Hollywood*, is carried in Spanish with Olga Andre, 9:30-9:45 p.m. (EST). The scripts are prepared weekly in Hollywood, then mailed to NBC in New York for translation into the proper languages and transmission to Latin America. Erwin, Wasey & Co., New York, handles the export advertising of the company.

A HEARING has been ordered by the FCC on the application of the *Huntsville* (Ala.) *Times* for the facilities of WBHP, Huntsville, 250 watts on 1200 kc. The *Times* is owned by the same interests that publish the *Birmingham News* and *Age Herald* and operate WSGN, Birmingham.

Yours... ON A SILVER PLATTER

. . . THE MARKET WITH *more money* TO SPEND

Year in and year out, the prosperous WTIC market ranks with the nation's best. The latest figures show this grand market more than ever at the top of the heap today.

Last year, for instance, the 420,895 families in our primary area alone had—and spent—84.3% *more* money per family for consumption goods than the national average.* Their per family purchases even topped the remainder of better-than-average New England by 10.9%! **

Here's a market that can and will buy your product—*lots of it.*

WTIC gives you this big, convenient, billion-dollar market literally on a silver platter!

**National Resources Committee*

***Printers Ink Market Explorations*

WTIC 50,000 WATTS

A *"MUST"* FOR A BIG JOB IN THE BIG SOUTHERN NEW ENGLAND MARKET

The Travelers Broadcasting Service Corporation, Member NBC Red Network and Yankee Network

Representatives: Weed & Company, New York, Chicago, Detroit, San Francisco

THE Business OF BROADCASTING

STATION ACCOUNTS

sp—studio programs
t—transcriptions
sa—spot announcements
ta—transcription announcements

KNX, Hollywood

Dr. Pepper Bottling Co., Los Angeles (beverage), 5 *sa* weekly, thru Tracy-Locke-Dawson, Dallas.
Langendorf United Bakeries, San Francisco (bread), 10 *sa* weekly, thru Leon Livingston Adv. Agency, San Francisco.
Lindsay Ripe Olive Co., Lindsay, Cal. (olives), 6 sp *weekly*, thru Lord & Thomas, San Francisco.
Wilmington Transportation Co., Avalon, Cal. (pleasure resort), 6 *sp* weekly, thru Neisser-Meyerhoff Inc., Los Angeles.
Coleman Lamp & Stove Co., Los Angeles (electric stoves), 6 *sp* weekly, thru W. Austin Campbell Co., Los Angeles.
Wesson Oil & Snowdrift Sales Co., New Orleans (Snowdrift), 6 *sp* weekly, thru Fitzgerald Adv. Agency, New Orleans.
Biltmore Hotel, Santa Barbara, Cal. (resort hotel), 3 *sa* weekly, direct.
Hudelson Sales Corp., Los Angeles (fruit juice), 6 *sp* weekly, thru Scholts Adv. Service, Los Angeles.
Procter & Gamble Co., Cincinnati (Dash), 6 *sp* weekly, thru Pedlar & Ryan, N. Y.

KSFO, San Francisco

American Chicle Co., Long Island City, N. Y. (chewing gum), 6 *sa* weekly, thru Badger, Browning & Hersey, N. Y.
Lever Bros. Co., Cambridge, Mass. (Spry), 2 *sa* weekly, thru Ruthrauff & Ryan, N. Y.
Lever Bros. Co., Cambridge, Mass. (Lifebuoy soap) *sa* series, thru William Esty & Co., N. Y.
Globe Grain & Milling Co., Los Angeles (flour), 5 *t* weekly, thru Dan B. Miner Co, Los Angeles.
Weinstein's, San Francisco (department store chain), *sa* series, thru Long Adv. Service, San Francisco.
Chrysler Corp., Detroit (Dodge), 7 *sa*, thru Ruthrauff & Ryan, N. Y.

KYW, Philadelphia

Philadelphia Dairy Products (Dolly Madison ice cream), Philadelphia, 18 *sa* weekly, thru Scheck Adv. Agency, Newark.
Manhattan Soap Co. (Sweetheart soap), New York, *sa* series, thru Franklin Bruck Adv. Corp., N. Y.
American Chicle Co. (chewing gum), New York, *sa* series, thru Badger & Browning, N. Y.
W. H. Comstock & Co., Morristown, N. Y. (liniment), *sa* series, thru Street & Finney, N. Y.

KABR, Aberdeen, S. D.

Carter Products, New York (liver pills), 260 *t*, thru Spot Broadcasting, N. Y.
Creamette Co., Minneapolis (Creamettes), 100 *t*, thru John H. Dunham Co., Chicago.

WEAF, New York

Miles Laboratories, Elkhart, Ind. (Alka Seltzer), 3 *t* weekly, thru Wade Adv. Agency, Chicago.

WABC, New York

Federal Life & Casualty Co., Detroit, 3 *sa* weekly, thru Green-Brodie, N. Y.

KDKA, Pittsburgh

W. H. Comstock & Co., Morristown, N. Y. (liniment), 78 *t*, thru Street & Finney, N. Y.
Procter & Gamble Co., Cincinnati (Lava soap), 5-weekly *t*, 52 weeks, thru Blackett-Sample-Hummert, Chicago.
Baldwin Laboratories, Saegertown, Pa. (Dwin); 26 *sa*, thru Don Stratton Agency, Cleveland.
Dr. Ellis Sales Co., Pittsburgh (beauty preparations), 26 *sa*, thru Smith, Hoffman & Smith, Pittsburgh.
Pittsburgh Institute of Aeronautics, Pittsburgh (flying school), 2 *sa* weekly, direct.
Philadelphia Co., Pittsburgh (electricity), *sa* series, direct.
E. L. Knowles, Springfield, Mass. (Rubine), *sa* series, thru Lawrence M. O'Connell, Springfield.
RCA Mfg. Co., Camden, N. J. (records, turntables, radios), weekly *sp*, thru Lord & Thomas, N. Y.

KMPC, Beverly Hills, Cal.

Ocean Park Amusement Corp., Ocean Park, Cal., (amusement park), 6 *t* weekly, thru Charles Davis Agency, Los Angeles.
Bra-Moll Cosmetic Co., Los Angeles (cosmetics), 3 *sp* weekly, direct.
Union Pacific Railway, Omaha (transportation), 5 *sa* weekly, thru Caples Co., Omaha.

WOR, Newark

American Chicle Co., Long Island City, N. Y. (Chiclets), weekly *sp*, thru Badger, Browning & Hershey, N. Y.
Sweets Co. of America, Hoboken, N. J. (Popsicles), 3 *t* weekly, thru Biow Co., N. Y.
Grove Laboratories, St. Louis (Bromo-Quinine), weekly *t*, thru Stack-Goble Adv. Agency, N. Y.

KYA, San Francisco

Guaranty Union Life Insurance Co., Beverly Hills, Cal. (life insurance), *sp* and *sa*, thru Stodel Adv. Co., Los Angeles.
J. E. French Co., San Francisco (Dodge autos), 5 *sp* weekly, thru Ruthrauff & Ryan, San Francisco.
Union Furniture Co., San Francisco (furniture) 6 *sp* weekly, thru Allied Adv. Agencies, San Francisco.

KGO, San Francisco

Progressive Optical System, San Francisco (chain optical stores), 5 *sp* weekly, thru W. L. Gleeson Agency, Riverside, Calif.

WMCA, New York

Wm. Wrigley Jr. Co., Chicago (Spearmint gum), 36 *sa* weekly, 52 weeks, thru Vanderbie & Reubens, Chicago.
I. J. Fox, New York (furriers), 70 *sa* weekly, 23 weeks, thru Lew Kashuk N. Y.
Foster-Milburn Co., Buffalo (Doan's pills), weekly *ta*, 52 weeks, thru Street & Finney, N. Y.
Manhattan Soap Co., New York (Sweetheart soap), 50 *sa*, 3 weeks, 21 *sp* weekly, 39 weeks, thru Franklin Bruck Adv. Corp., N. Y.
United Shoe Exchange, New York, 60 *sa* weekly, 52 weeks, thru Klinger Adv. Corp., N. Y.
Egofoam Shampoo, New York, 6 *sp* weekly, thru Bob Wheaton Radio Features, N. Y.
Warren Norge Co., New York (Farnsworth radio and television sets), 5 *sp* weekly, 7 weeks, direct.

WGY, Schenectady

Baldwin Laboratories, Saegertown, Pa. (Dwin insecticide), 3 *sp* weekly, thru the Yount Co., Erie, Pa.
P. Lorillard Co., New York (Rum-cured tobacco), 2 *sp* weekly, thru Lennen & Mitchell, N. Y.
Procter & Gamble Co., Cincinnati (Oxydol), 5 *sp* weekly, thru Blackett-Sample-Hummert, Chicago.
Beacon Milling Co., Cayuga, N. Y. (animal feeds), 5 *sp* weekly, 13 weeks, direct.
Richardson Co., Philadelphia (U-All-No mints), 2 *sp* weekly, thru N. W. Ayer & Sons, Philadelphia.

WBNX, New York

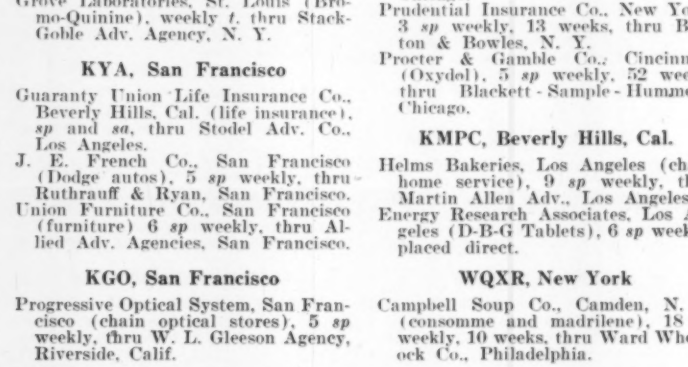
Wm. Wrigley Jr. Co., Chicago (Spearmint gum), 30 *t* weekly, 52 weeks, thru Vanderbie & Reubens, Chicago.
Prudential Insurance Co., New York, 3 *sp* weekly, 13 weeks, thru Benton & Bowles, N. Y.
Procter & Gamble Co., Cincinnati (Oxydol), 5 *sp* weekly, 52 weeks, thru Blackett-Sample-Hummert, Chicago.

KMPC, Beverly Hills, Cal.

Helms Bakeries, Los Angeles (chain home service), 9 *sp* weekly, thru Martin Allen Adv., Los Angeles.
Energy Research Associates, Los Angeles (D-B-G Tablets), 6 *sp* weekly, placed direct.

WQXR, New York

Campbell Soup Co., Camden, N. J. (consomme and madrilene), 18 *sa* weekly, 10 weeks, thru Ward Wheelock Co., Philadelphia.



"—and you boys work the other side of the street!"

Pd. Adv.

WGAR, Cleveland

Brown & Williamson Tobacco Corp., Louisville (Wings cigarettes), daily *sa*, thru BBDO, N. Y.
Quaker Oats Co., Chicago (cereal), 4 *sa* weekly, thru Ruthrauff & Ryan, N. Y.
Lever Bros., Cambridge, Mass. (Rinso), 2 *sa* weekly, thru Ruthrauff & Ryan, N. Y.
Chrysler Corp., Detroit (Dodge cars), 6 *sa* weekly, thru Ruthrauff & Ryan N. Y.
Carter Products Co., New York (Arrid), 3 *sa* weekly, renewal, thru Small & Seiffer, N. Y.
Armour & Co., Chicago (Treat), 3 *sp* weekly, thru Lord & Thomas, Chicago.
Stanco Products, New York (Flit), 5 *t* weekly, renewal, thru McCann-Erickson, N. Y.

KHJ, Los Angeles

Fels & Co., Philadelphia (soap), 6 *sp* weekly, thru Young & Rubicam Inc., New York.
Schwabacher-Frey & Co., Los Angeles (chain stationery supplies), 7 *sa* weekly, thru W. Austin Campbell Co., Los Angeles.
Sears Roebuck & Co., Los Angeles (retail merchandisc), 30 *sa*, thru Mayers Co., Los Angeles.
Union Pacific Railroad, Omaha (rail transportation), 3 *sa* weekly, thru Caples Co., Los Angeles.
Lyon Van & Storage Co., Los Angeles (chain) 30 *sa*, thru Chas. H. Mayne Co., Los Angeles.
Wander Co., Chicago (Ovaltine), 4 *sa* weekly, thru Blackett-Sample-Hummert Inc., Chicago.

WHN, New York

Cushman's Sons, New York (bakery), 5 *sa* weekly, 4 weeks, thru S. C. Croot Co., N. Y.
National Schools of New York, 6 *sa*, *t* weekly, 52 weeks, thru Huber Hodge & Sons, N. Y.
John Irving Shoe Corp., New York, 21 *sa*, one week, direct.
Rosen-Edison Co., New York (Waldorf Men's Clothing), daily *sa*, 52 weeks, thru the Piedmont Agency, N. Y.
American Cigarette & Cigar Co., New York (Pall Malls), 97 *sa* weekly, 2 weeks, thru Young & Rubicam, N. Y.
Jacob Ruppert Brewery, New York (Old Knickerbocker beer), 12 *ta* weekly, 4 weeks, thru Ruthrauff & Ryan, N. Y.

KFI, Los Angeles

Chrysler Corp., Detroit (cars), 52 *ta* and *sa*, thru Ruthrauff & Ryan, N. Y.
Blecho Co., Los Angeles (clothes bleach solution), weekly *sp*, thru Dan B. Miner Co., Los Angeles.
Planters Nut & Chocolate Co., Los Angeles (peanut oil), 5 *sp* weekly, thru Raymond R. Morgan Co., Hollywood.
Maryland Pharmaceutical Co., Baltimore (Rem and Rel), 5 *t* weekly, thru Joseph Katz Co., Baltimore.

KECA, Los Angeles

People's Committee for Wilkie, Philadelphia, (political), 13 *ta*, placed direct.
Ex-Lax Inc., Brooklyn (laxative), 5 *ta* weekly, thru Joseph Katz Co., New York.
Golden State Co. Ltd., Los Angeles (Frizz), 3 *sp* weekly, thru Warren P. Fehlman Adv., Huntington Park, Cal.

KQW, San Jose, Cal.

Los Angeles Soap Co., Los Angeles, 6 *sp* weekly, thru Raymond R. Morgan Co., Los Angeles.
Loma Linda Food Co., Arlington, Cal. (Buskets), 40 *sa*, thru Lisle Sheldon Adv., Los Angeles.

KOA, Denver

Skinner Mfg. Co., Omaha, Neb. (Raisin-Bran), 6 *sa* weekly, thru Ferry-Hanly Co., Kansas City.
Dr. A. Reed Shoe Stores, Denver chain), weekly *sa*, placed direct.

Radio Advertisers

SOUTHERN COTTON OIL Co., New Orleans (Wesson Oil & Snowdrift) through Fitzgerald Adv. Agency, that city, on July 15 started for 13 weeks participations six times weekly in the combined *Sunrise Salute* and *Housewives Protective League* programs on KNX, Hollywood. May Co., Los Angeles (department store), in a 13-week campaign which ends Oct. 19, through Milton Weinberg Adv. Co., that city, also is using six-weekly participation in those programs. Other new participating sponsors include Coleman Lamp & Stove Co., Los Angeles (air conditioning systems), thru W. Austin Campbell Co., that city, for 13 weeks ending Oct. 12, and Schwabacher-Frey Co., Los Angeles (chain stationery) for 52 weeks, ending July 5, 1941. W. Austin Campbell Co., is the agency. Lindsay Ripe Olive Co., Lindsay, Cal. (olives), through Lord & Thomas, San Francisco, on Aug. 5 starts daily participation in those programs for 13 weeks. Hudelson Sales Corp., Los Angeles (Cherefresh fruit juice), also has contracted for 13-week participation starting Sept. 2, placing through Scholts Adv. Service, that city.

KIP Corp., Los Angeles (sunburn lotion), seasonal users of radio, thru Philip J. Meany Co., that city, in a 26-day campaign which ended July 31, used daily transcribed announcements on eight California stations (KMPC KRKD KFOX KERN KJBS KDB KFXM KIEV).

GOLDEN STATE Co., Los Angeles (dairy products), frequent users of Southern California radio time, in a test campaign to introduce Frizz, a prepared ice cream product, on July 15 started sponsoring for 13 weeks the thrice-weekly quarter-hour, *Word Hunters*, on KECA, Los Angeles. Warren P. Fehlman Adv., Huntington Park, Cal., services the account.

McMAHAN FURNITURE Co., Santa Monica, Cal. (retail chain), in an eight-week campaign ending Aug. 8, is sponsoring a six-weekly early morning quarter-hour commentary program featuring Fleetwood Lawton, on both KFI and KECA, Los Angeles. Ad Carpenter Adv. Agency, Santa Monica, has the account.

ENERGY RESEARCH Associates, Los Angeles, newly organized and using radio for the first time, to introduce D-B-G Tablets, a vitamin food product, in a test campaign is sponsoring six participations weekly in the *Andy & Virginia* early morning program on KMPC, Beverly Hills, Cal. Contract, ending Sept. 16 and placed direct, is for nine weeks.

ADOHR MILK FARMS, Los Angeles (dairy products), occasional user of Southern California radio, has started sponsoring a weekly 60-minute program of recorded classical music on KHJ, that city. Contract is for 52 weeks, started July 5. Alfred Leonard contributes interesting stories and plans each program presented. Agency is Lord & Thomas, Los Angeles.

GENERAL DRY BATTERIES of Canada, Toronto, on Aug. 31 starts as a test a live half-hour barn dance on CKNX, Wingham, Ont. Account was placed by A. McKim, Ltd., Toronto. Canada Starch Co. Ltd., Toronto (corn syrup) on Sept. 1 starts daily noon hour Transradio newscasts six times weekly on CKNX, placed by Vickers & Benson, Ltd., Toronto.

RUTLAND FAIR Assn. has purchased spots through August and September to promote the Vermont State Fair via WGY, Schenectady. WGY also reports thrice weekly participations in its *Market Basket* sponsored by Baldwin Laboratories (Dwin) and placed by Young Co., Erie, Pa.

On the Line

FOR YEARS KRE, Berkeley, Cal., has suffered unasked train sound effects resulting from location of the Southern Pacific mainline tracks within a block of the studios and transmitter. Since the railway has been using "canned" train effects all over the Coast, Sam Styles recently sold it on the idea of KRE's picking up the actual sound of each passing train, preceded and followed by an S. P. plug for the particular train. The pickups are made through a mike anchored on the studio roof. Pleased with the idea, Lord & Thomas, agency handling the account, has placed a trial order for 260 spots.

SOUTHERN PACIFIC Ry., to introduce its new coach-tourist train *The Beaver* between Portland and San Francisco, is using 1-minute transcribed announcements on KOIN and KALE, Portland, handled by Leith Abbott, advertising manager. Opening with the sound of a passenger train whistle, the short transcriptions dramatize features of the train, including its low-cost meals.

TAYLOR-REED Corp., Mamaroneck, N. Y., on July 22 started a test campaign for its milk amplifier, Cocoa Marsh, using spot announcements thrice daily on WORL, Boston. If the test proves successful, the campaign may be enlarged. W. I. Tracy, New York, is the newly-appointed agency handling the account.

SEABOARD FINANCE Co., Los Angeles (auto and furniture loans), a heavy user of California radio time, is sponsoring six weekly participations in the *Alarm Klock Klub* on KJBS, and a similar number in *Rise & Shine* on KFRC. In addition, the firm is using 42 spot announcements weekly on KYA and 72 a week on KRE. Seaboard Finance Co. is also sponsoring a thrice weekly quarter-hour news broadcast on KSFO and KFI. An extensive fall schedule, with new stations being added to the list, is being planned. Smith & Bull Adv., Los Angeles, has the account.

KELLEY KAR Co., Los Angeles (used cars), consistent users of Southern California radio time, on July 21 started sponsoring for 52 weeks a seven-weekly quarter-hour sports news program, with Ken Barton as commentator, on KECA, that city. The concern is also sponsoring a two-hour Sunday morning program of recorded popular music on that station, with a similar six-weekly half-hour noon broadcast on KFAC. In addition Kelley Kar Co. uses a one-hour program of recorded classical music on the latter station five nights weekly. Smith & Bull Adv., Los Angeles, has the account.

MILES LABS., Elkhart, Ind. (Alka-Seltzer), on July 15 started a schedule of five-weekly quarter-hour transcribed programs, *Friendly Neighbors*, on WLS, Chicago. Wade Adv. Agency, Chicago, handles the account.

RAINIER BREWING Co., San Francisco (beer and ale), through Buchanan & Co., Los Angeles, in a summer campaign is using two spot announcements weekly on KGHF, Pueblo, and KVOR, Colorado Springs, and three a week on KFEL, Denver. Firm in addition is using 15 weekly on KFKA, Greeley, Col.

RUSSELL MILLER MILLING Co., Minneapolis, on Aug. 6 will start a schedule of thrice-weekly quarter-hour local shows, *Name the Tune*, on WLS, Chicago. Shows will be heard 10-10:15 a.m., Tues. Thurs. and Sat., for 39 weeks. N. W. Ayer & Sons, New York, handles the account.

WXYZ's 'Ned Jordan' Sponsored by Candy Co.

ANOTHER of the WXYZ, Detroit, serials originated by George W. Trendle goes commercial Aug. 13 with the sponsorship of *Ned Jordan, Secret Agent*, anti-espionage drama, on WXYZ, WGR, Buffalo, WLW, Cincinnati, WGN, Chicago and Michigan Radio Network by the Walter H. Johnson Candy Co., Chicago (Powerhouse candy bars). The half-hour drama has been presented coast to coast over MBS Tuesdays at 7 p.m. (EST) for the last several months as a sustainer and will continue on the network unsponsored except on the stations mentioned.

The program is produced by WXYZ, which also has to its credit *The Lone Ranger* and *The Green Hornet*, originated by Mr. Trendle, president of the King-Trendle Broadcast Corp., owners of WXYZ and operators of MRN. Franklin Bruck Agency, New York, placed the account. The program theme deals with fifth-column elements in America and the efforts of Ned Jordan, railroad claim agent, and his employer, J. B. Medwick, transportation tycoon, to combat them.

Samuel R. Hornstein

SAMUEL R. HORNSTEIN, 53, president of Coast Fish Co., Wilmington, Cal., and a pioneer in the use of Southern California radio advertising, died July 14 at his Los Angeles home after a brief illness. Born in Cairo, Egypt, he was educated in Japan and came to San Francisco in 1908 to engage in the rice business. He later established his home and business in Los Angeles county. His firm, for Balto Dog Food, was the first in Southern California to use newscasts and sponsored "Uncle John" Daggett's *Digest* on KHJ 12 years ago, when that station was affiliated with the *Los Angeles Times*. Surviving is his widow, Mrs. Myrtle Hornstein; two sons, William and Robert, and his mother, Mrs. Charles Houghton.

CHARLES J. COWARD, formerly with Ralph H. Jones Co., Cincinnati, in charge of appliance advertising for the National Electrical Manufacturers Assn., has been appointed director of advertising and promotion of the Kelvinator Division of Nash-Kelvinator Corp., Detroit. He succeeds J. Nelson Stuart, resigned.

J. SCOTT WEBSTER, formerly sales promotion manager, has been elevated to advertising manager of W. & J. Sloane Co., Beverly Hills, Cal., chain furniture and interior decorator concern.

H. M. ELLSWORTH, formerly advertising manager of Sterling Products Co., Easton, Pa., has been named advertising manager of Pennsylvania Salt Mfg. Co., Philadelphia, and its subsidiaries.

J. E. DAWSON last month was named manager of the Pacific Coast Division of the Wesson Oil & Snowdrift Sales Co., sponsors of the NBC Pacific Coast network show *Hawthorne House*. He succeeded E. L. Haynes, who retired after 20 years with the company.

AL C. JOY, advertising manager of the Pacific Gas & Electric Co., San Francisco, which sponsors the 2-hour nightly *Evening Concert* on KYA, has been elected first vice-president of the Public Utilities Advertising Assn.

R. B. DONNELLEY, formerly of Vick Chemical Co., New York, has joined Waitt & Bond, Newark (Blackstone cigars), as vice-president in charge of sales and advertising.

TRANSCRIPTION TOPICS by the LITTLE TAILOR

I DON'T care if this is the Navajo Reservation, Junior, I'm not going to buy that blanket. We're going to get one from some Indians in San Francisco. I distinctly heard your father say that the first thing he was going to do at the Convention was to visit the Standard Reservation and sign a blanket contract!

THE STANDARD tribe? . . . Oh, quite tame, I guess. You can't keep on making wampum if you practise scalping the customers. As I understand it, they're unsurpassed in the wax craft. You see that Navajo hammering grooves into a silver tray? Well, you've often heard your father exclaim that at the Standard camp they certainly groove out some marvelous platters!

VANISHING AMERICANS? I should say not! Just a few weeks ago they claimed more members to their tribe than ever before, and since then I've read that they've adopted WCFL, Chicago, WTNJ, Trenton, N. J.; WMJM, Cordele, Ga.; WTMJ, Milwaukee; KVER, Seattle; WHDL, Olean; WOKO and WABY, Albany; WKOK, Sunbury; WINN, Louisville; and WOI, Ames, Ia., which now makes a total of 261 braves!

AH, THESE aboriginal craftsmen! Will you look at that Indian building his little house . . . without tools . . . without nails! And do you know, Junior, I heard your father say that the Chiefs at Standard have just constructed a whole new library COMPLETELY FREE OF TACKS!!

Are Your Transcriptions Up to Standard?

Standard Radio

TAILORED TRANSCRIPTION SERVICE

CHICAGO • HOLLYWOOD

CANADIAN NATIONAL Carbon Co. Ltd., Toronto (Eveready Batteries) on July 15 expanded its *Eveready Joe* transcribed spot announcement campaign to 29 stations across Canada. Stations added six times weekly are CHWK, Chilliwack, B. C.; CJAT, Trail, B. C.; CKOV, Kelowna, B. C.; CKPR, Fort William, Ont.; CJRC, Winnipeg; CFLC, Prescott, Ont.; CFPL, London, Ont.; CKCR, Kitchener, Ont.; CKNX, Wingham, Ont.; CKSO, Sudbury, Ont.; CFCH, North Bay, Ont.; CKCH, Hull, Que.; CFNB, Fredericton, N. B.; CHGS, Summerside, P. E. I.; CFCY, Charlottetown, P. E. I.; and five times weekly on CKRN, Rouyn, Que.; CJBR, Rimouski, Que.; CHNC, New Carlisle, Que. Account was placed by Clarke Locke Ltd., Toronto.

SWIFT & Co., Chicago (Pard dog food), late in July started a 13-week schedule of varying announcements and quarter-hour programs in three midwest markets. J. Walter Thompson, Chicago, is the agency.

RAILWAY & STEAMSHIP Storage Co., Los Angeles (furniture), new to radio, in a 13-week campaign which ends Oct. 18 is sponsoring a thrice-weekly quarter-hour noon newscast on KECA, that city. Firm also is using a similar type of program six times weekly on KFVD, placing through Smith & Bull Adv., Los Angeles.

PHOENIX BAKING Co., Phoenix, Ariz., has signed to sponsor *The Lone Ranger* thrice-weekly for the third straight year on five Arizona Broadcasting Co. stations—KTAR, KVOA, KCRJ, KWJB, KGLU. Gulf Fish Co., Phoenix, marketing fresh seafood in Arizona, has renewed a 52-week announcement contract with KTAR, Phoenix, for the second time.

GEORGE WIEDEMANN BREWING Co., Newport, Ky., has started a transcribed announcement campaign on WIRE, WFBM and WIBC, Indianapolis, and WCHS, Charleston, W. Va. Agency is Strauchen & McKim, Cincinnati.

SKELLY OIL Co., Kansas City, has brought the total number of stations carrying its early-morning NBC-Red newscasts, featuring Capt. E. D. C. Hearne, to 14 with the addition of KANS, Wichita; KGBX, Springfield, Mo., and KSD, St. Louis [BROADCASTING, April 15]. Twenty-week contracts were placed by Henri, Hurst & McDonald, Chicago.

I. J. FOX, New York (furrier), to promote August fur sales, is sponsoring a series of 10 one-minute announcements on eight New York stations, recently completed by the transcription department of WOR, Newark. Account is handled direct.

SAN GABRIEL WINE Co., New York, on July 29 started a test campaign of one-minute Italian spot announcements 50 times weekly on WOV, New York, for Columbo dry wine. More stations will be added later for the announcements, which include a dramatization, music and a short commercial, according to Emil Mogul Co., New York, newly-appointed agency in charge.

Record Lutheran Hookup

AN MBS HOOKUP of 112 stations will carry the 1939-40 *Lutheran Hour* series to be sponsored starting Oct. 27 by Lutheran Church headquarters in St. Louis. In addition, about 90 other stations will carry the program on transcriptions, reports Kelly, Stuhlman & Zahrt Inc., St. Louis, the agency. When the series was started in 1935 only eight stations were scheduled, 28 in 1936, 62 in 1937, 66 in 1938 and 94 in 1939. In the latter year 78 also carried the program on discs. Program is scheduled for Sundays, 1:30-2 p.m. EST, with repeat for western stations 4:30-5 p.m.

EIGHTH YEAR of sponsorship of the noon newscasts on WOWO, Fort Wayne, was celebrated when Kamm & Schellinger, Mishawaka, Ind. (beer) renewed again last month. Bob Wilson is current newscaster on the series which in the past has had at the mike such notables as Harry Flannery, now with KMOX, St. Louis; J. Howard Ackley, now a WOWO executive; George Applegate, now in West Coast radio. Seated (l to r) are A. J. Kamm, sales manager of the sponsor firm; Rudolph Kamm, president; Clarence Kamm, brewmaster; standing (l to r) are Lincoln J. Carter, handling the account for Carter, Jones & Taylor, South Bend agency, and Ford Billings, manager of WOWO-WGL.

THE BUSINESS OUTLOOK: NEW YORK

(Continued from page 26)

by firms whose station lists include chiefly the larger, well established stations which might be presumed to have approached their saturation points, while the reports of doubled sales came from representatives of smaller stations with more time available under normal conditions.

Renewals a Help

Another interesting angle, stressed by many representatives, is that much of the business increase is due to expanded spot campaigns of present advertisers, who are almost unanimously renewing their contracts and in many cases are adding more time on stations already used as well as going on the air in new markets.

While the expansion is based primarily on better business conditions, several representatives expressed the feeling that the renewals were at least partly due to the growing realization on the part of station managements that it is less expensive to hold an old account than to secure a new one.

The increased merchandising, promotion and other cooperation given to advertisers by these stations has had an appreciable effect in raising the percentage of renewals, the representatives believe.

Agency executives also reported an increased interest in spot radio among their clients, both those who have never been on the air and who are planning test campaigns in selected markets and those who have heretofore confined their broadcasting to the networks but are now adding spot campaigns in supplementary markets. There is no tendency for network advertisers to drop that medium in favor of spot, however. In all of its calls, BROADCASTING was told of only one example of an advertiser replacing a network campaign with a spot campaign and in that case there were unusual conditions that made the advertiser unwilling to be tied up by a network contract with its 13-week cancellation requirement.

Red Network Sellout

With network billings for the first six months some 14% higher than those of a year ago, with summer business at a higher level than ever before and with advertisers already competing for the time still available for fall and winter, network executives expect an extremely good fall season, in which optimism the agency time buyers generally concur. NBC reports that the Red Network is already sold out between 8 and 10:30 p.m., which has never before happened at this time of year. On all networks there is a noticeable decrease in the summer hiatuses, with advertisers who formerly took 13-week vacations now reducing them to much shorter periods or, in many instances, remaining on the air straight through the summer.

Fall renewals are also coming through in good shape and with some expansion, it is reported, CBS mentioning that several of its clients are adding 25 or more stations to their present networks. In addition to the regular commercial business, the networks report that they are already receiving inquiries for political time on a regular schedule. In the 1936 campaign the politicians learned that while it was usually possible to clear time for an address by a Presidential candidate the public resented undue interruptions of their normal listening habits.

Plans of the Politicians

Furthermore, when a commercial advertiser relinquishes his time for a political speech, the party must pay not only for the time but also for the advertiser's talent, greatly increasing their expenses. Therefore, if they can arrange for their candidates to speak on a regular schedule the political parties can secure more time for their money and avoid offending any regular follower of a commercial program.

Following President Roosevelt's statement that the troublous international situation would prevent his conducting a normal campaign, fear was expressed that this might curtail political purchases of radio time by the Democrats, with the Republicans following suit. The general feeling, however, is quite the opposite: That if the President and Congress are kept in Washington and so are unable to make their usual in-person appearances they will of necessity do their campaigning by radio, thus increasing rather than decreasing their radio expenditures.

The broadcasting industry's action against the music monopoly of ASCAP, which may quite possibly lead to the banning of ASCAP music from the air after Jan. 1, 1941, has as yet had no effect on the placement of advertising on the air, either network or spot. Many agencies expressed the opinion that "the networks will settle this matter before anything really happens, just as they always have in the past." A few of the larger agencies said that they were watching the situation closely, but that there was nothing they could do now and they were not planning any action before the NAB convention in any event.

The New York situation may be summed up in a single sentence: The outlook for radio is better than it has ever before been at this time of year.

Breakfast Club on NBC Now Has 30 Sponsors

FIRST comprehensive report on the *NBC Breakfast Club* as a locally sponsored show indicates that in the final week of June the program had 30 different sponsors in 25 cities. The *Breakfast Club* was offered as an NBC-Blue presentation offered for local sponsorship last February.

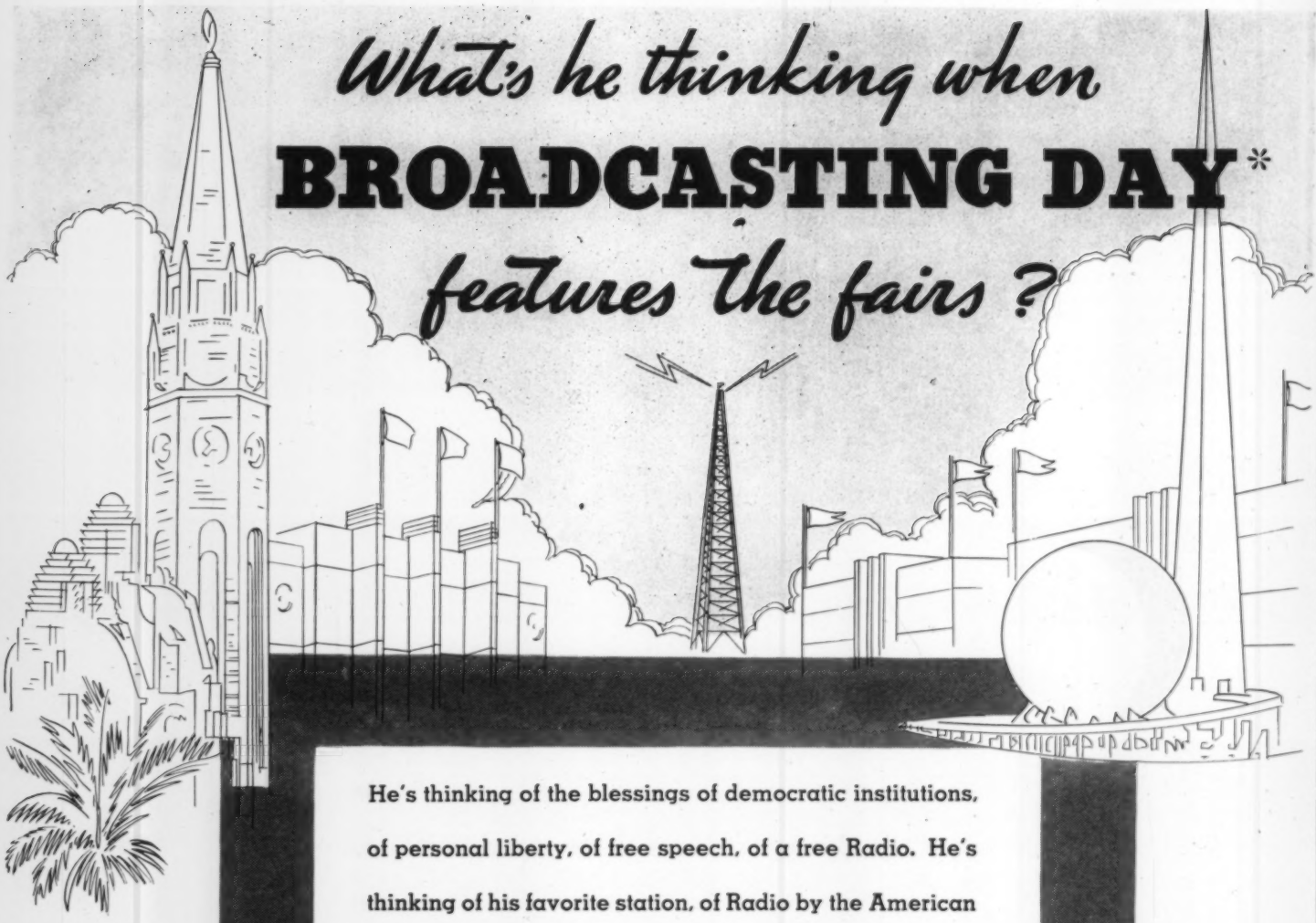
Sponsors and stations are as follows: B. C. Remedy Co. and American Railway Express, WCFL, Chicago; Lewis-Howe Co., WJZ, New York; Schneider Grocery, WSAI, Cincinnati; Griffin's Shoe Cleaner, WRTD, Richmond; Hygeia Milk Products, KRGV, Weslaco, Tex.; Montgomery-Ward, WTCN, Minneapolis; Crescent Laundry, WJDX, Jackson, Miss.; Manchester Biscuit Co., WDAY, Fargo; Adler Women's Wear, August Ebks Motors and Les Wheeler Electric Co., WEBR, Buffalo; Sheriff Ltd., CBL, Toronto, and CFCF, Montreal; Lewis-Howe Co., KWK, St. Louis; Kay Jewelry and Willys-Overland Sales, WCOL, Columbus; McCrea Laundry and Morris Plan Bank, WSOC, Charlotte, N. C.; Wesson Oil and Perry-Mann Electric Co., WIS, Columbia, S. C.; Kimball Laundry and Schulze Baking Co., KOWH, Omaha; Nehi Beverage, WHK, Cleveland; Jenkins Auto Sales and Frigidaire Sales, WING, Dayton; Derst Bakery, WSAV, Savannah; Mann Baking Co., KGNC, Amarillo; Caplestons, WTMA, Charleston, W. Va.; Willys-Overland Sales, WSPD, Toledo.

Vigilance...

SKYWARD, by day and night, they strain anxious eyes for signs of danger on Europe's once-peaceful horizon. And they are not alone. In a lesser degree, on other horizons, tireless vigilance is more than ever needed in the midst of today's far-reaching, bewildering changes. . . . On news fronts throughout the world Transradio keeps a 24-hour watch for signs and portents of vital concern to this country. Through its own correspondents and its unexcelled affiliations with leading news agencies abroad, Transradio offers the utmost in authoritative, swift and accurate news coverage. Its growing staff of military, diplomatic and other experts supply lucid, informed interpretation. With redoubled vigilance, Transradio is doing the most outstanding news job in radio today.

Transradio Press Service

521 FIFTH AVENUE • NEW YORK, N. Y.



What's he thinking when **BROADCASTING DAY*** *features the fairs?*

He's thinking of the blessings of democratic institutions, of personal liberty, of free speech, of a free Radio. He's thinking of his favorite station, of Radio by the American Plan. He's thinking Radio.

And when he reads BROADCASTING, he's thinking Radio, too!

Small wonder everyone thinks Radio when he reads BROADCASTING. It's 100% Radio all the time . . . nothing but Radio. It blankets your prospects. It's the fast, sure, economical way to sell your story. BROADCASTING will work for you!

they're Radio-Minded when they read **BROADCASTING**

BROADCASTING BLANKETS TIME-BUYERS!

*August 3 at the New York and San Francisco Fairs.

AGENCY Appointments

HORLICK'S MALTED MILK Corp., Racine, Wis., to Erwin, Wasey & Co., Chicago.

ROMA WINE Co., Lodi, Cal., Western advertising to Robert Kahn & Associates, Chicago.

CHAP STICK Co., Lynchburg, Va. (Fleet's Chap Stick), to Lynn Baker Co., N. Y. Radio may be used later.

ANATOLE ROBBINS SALES Corp., Hollywood (cosmetics), to Sidney Garfinkel Adv. Agency, Los Angeles.

WILLIAMSON CANDY Co., Chicago (Oh Henry bars), to Aubrey, Moore & Wallace, Chicago.

COLUMBIA RECORDING Corp., Bridgeport, Conn., to Benton & Bowles, New York, effective immediately. No media plans have been formulated as yet.

SHRIMP CANNERS National Advertising Assn., New Orleans (canned shrimp), to Fitzgerald Adv. Agency, New Orleans.

CHEMICALS Inc., Oakland, Cal. (Van-O cleaner), to Botsford, Constantine & Gardner, San Francisco.

SAN GABRIEL WINE Co., Long Island City, N. Y. (Colombo wines), to Emil Mogul Co., New York. Test campaign beginning, and extensive use of radio included in expanded advertising program.

DETROIT-MICHIGAN STOVE Co., Detroit, to Zimmer-Keller Inc., Detroit.

GEORGE EHRET BREWING Co., Brooklyn, N. Y., to L. H. Hartman Co., New York. No media plans yet made.

COLUMBIA ALKALI Corp., New York division of Pittsburgh Plate Glass Co., to Chas. W. Hoyt Co., New York, effective Oct. 1.

UNIVERSAL Television & Radio-Phone Corp., Los Angeles, has been granted by the California State Division of Corporations, permission to sell 15,000 shares of stock, its total capitalization at $1 par.

WINDOW STUDIO
For WCOP News Flashing
Sells Furniture

UNTIL television comes along commercially, newscasting from store show-windows suits Summerfield's, in Boston. For the last month this furniture store, in the downtown district, has presented WCOP news flashes three times daily from its main display window, performing to crowds gathered on all corners. The innovation has proved so successful the store plans similar installations in its outlets in other New England cities serviced by stations.

The window is transformed into a complete studio. Raymond Morgan, WCOP newscaster, reads the news flashes direct from the International News Service printer, also in the window. A man is on hand to edit copy. In addition to the WCOP mike, another ties into the store's public address system and also serves a couple of speakers on the outside of the window for the street audience. The INS ticker attracts passersby all day long.

More Man vs. Horse

WCSC, Charleston, S. C., did not stage the 40-mile race between a man and a horse to raise money for the Finnish relief and Red Cross funds, as stated in the July 15 BROADCASTING, according to a notice from R. M. Hitt Jr., sports editor of the *Charleston News & Courier*. Mr. Hitt declared he was "in sole charge of the race and all its aspects", at the request of Dr. Suominen, who ran the race. The BROADCASTING story was based on a release from the station indicating its participation in the event.

Daniel J. Danker, Jr.

(*Continued from page 83*)

deal, and General Cigars took the comedy team under sponsorship. It was one of the first big coast-to-coast network shows produced by the J. Walter Thompson Co. to originate from Los Angeles. It originated from the KHJ studios when Don Lee network was affiliated with CBS.

By the end of 1935 Danker had enticed more than one half the Hollywood stars and other film talent to the mike. He believes that the average Hollywood actor and actress today is well aware of what to do and what not to do on the radio, but it took them a few years to acquire that knowledge. They have learned that a properly handled radio appearance enhances their value to the box-office and also "humanizes" them with the American public. Hollywood has approximately 400 big names today who are billed as stars. With very few exceptions these men and women, plus directors, producers, writers, photographers, fashion authorities and technicians, have been signed by Danker for radio appearances.

Danker is one of the youngest executives of the J. Walter Thompson Co., having been made a vice-president in early 1937. Although talent buying for radio programs is an important function, it is just one of the agency responsibilities that rests upon his shoulders. For the last five years many executive duties have been added to his role of Hollywood's No. 1 radio talent buyer, and he carries these responsibilities comfortably. He acts as liaison between the client and permanent talent on the weekly network programs which emanate from Hollywood, and it is his job to keep everybody happy. Danny has also negotiated many an important deal, bringing many a new advertising client to the J. Walter Thompson fold.

When the Southern California offices of the agency were consolidated and moved to the present Hollywood headquarters at 1549 N. Vine St., Jan. 1, 1939, Danker personally designed and furnished the setup to meet all requirements. It is today one of the most modern and best equipped advertising agency offices on the Pacific Coast, and one of the few to boast its own Little Theatre for auditions.

Danny has never had the desire to produce a program. He frankly admits his interest lies in the business end of radio advertising and in talent buying. He likes to work out the policies of a show and then assign production duties to his very able staff. He knows exactly what he wants done and expects them to carry on. That staff, incidentally, varies from 30 to 70 persons, depending upon the number of network shows being produced at the moment. Through his offices passes an interminable parade of agency writers, producers, publicity men and others essential to the success of a radio show. Each draws on Danker's knowledge of radio, talent and general company policy.

Blue-eyed, with brown hair, Danny stands 5 foot, 11 inches tall and weighs 190 pounds. He was married Dec. 6, 1934, to Lorena Layson, Warner Bros. film actress, and they have one child, Suzanne, who is the pride and joy of the Danker household. She reigns supreme. When he is talking to Hollywood glamour girls about a radio contract, Danny is usually master of the situation, but when 2½ year old Suzanne turns on her charm, he is powerless. He has no hobbies besides his work, which is almost a 24-hour job because it keeps him constantly on the go. Danny does like to putter around the garden of his Beverly Hills home, with his wife and daughter doing the supervising. His greatest ambition is to raise his family successfully. He's not a joiner, although he does belong to the Harvard Clubs of Boston and New York. Although he played end on the football team during both his prep school and college days, and also went in for a bit of hockey, Danker has little time for sports today. He does, however, keep up with the activities of the Hollywood baseball club of which he is one of the stockholders.

Second Outlet in Year In Atlantic City, WFPG, Is Placed on the Air

LESS than two months after the FCC on May 24 had granted WFPG, Atlantic City, its construction permit to operate with 100 watts night and 250 day on 1420 kc., the new station went on the air July 19. Licensee is the Neptune Broadcasting Corp., a group of 20 local business men, each owning 5% of the stock, and headed by A. Harry Zoog [BROADCASTING, April 15].

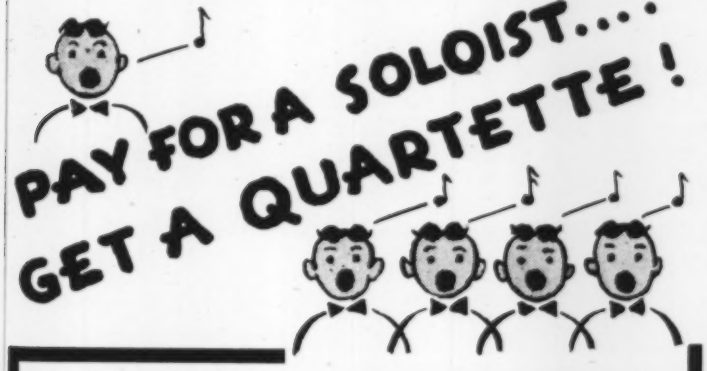
Mr. Zoog is president and general manager of the new station with Edwin Kohn as commercial manager. Emory Ellis is program director and Blair Throm, chief engineer. Operators are Joseph Handchet, Charles Drock, Bryant Johnson and Frederic Krause. Announcers are George Thomas, formerly of WCAU, Philadelphia, and Ralf Brent and Joel Chesney, formerly with WTNJ, Trenton.

The studios and transmitter, RCA equipped throughout, are located on the Million Dollar Steel Pier, one-half mile out in the ocean. A 150-foot Lingo tower was erected, 200 feet above the surface. INS news service is used. Formal dedication ceremonies, attended by local and state dignitaries, took place July 27.

Philip Morris Change

PHILIP MORRIS & Co., New York, on Aug. 4 is replacing its "Rhymo" game on the CBS *Johnny Presents* program for Philip Morris cigarettes, Sundays, 8:30-8:55 p.m., with a dramatic series by Max Marcin titled "Crime Doctor". In each week's drama a "prisoner" who has served his minimum term tells his life story to an examining committee. Listeners can win cash awards for letters of not more than 100 words recommending the convict's release or retention, the two best letters receiving $50 each and the next 10 best rating $10 each. The Biow Co., New York, is the agency.

A SMALL-TOWN radio station was the setting for "Tune in My Heart," a romantic comedy by Frank Shane and Bill Thomas, performed by Claire Trevor (as owner) and Don Ameche (as manager) during their Old Gold show July 19 on NBC-Red.



When you buy WLAW, LAWRENCE, you only pay for Lawrence but you cover four big cities—a total population of 714,892.

For WLAW covers Lawrence, Lowell, Haverhill and Nashua—all at WLAW's modest rate for 1000 watts—680 kilocycles.

Plus this with a thorough merchandising understanding of these markets brought about by joint ownership of WLAW and the *Lawrence Eagle* and *Tribune*.

WLAW

LAWRENCE, MASS.

for delivery on o

A New Fre
A 5 Fold In
An Approxin
in Effective

RADIO STATION

Nationally represented by Weed & Company, New York, Chicago, Detroit and San Francisco. Owned and operated by the St. Louis Star-Times. On approximately October 15th, KXOK will change its frequency from 1250 kc. to 630 kc. and its power from 1000 watts to 5000 watts day and night.

or about October 15th.

Frequency of 630 KC.
Increase in Power
ximate 10 Fold Increase
ve Night Time Range

KXOK ST. LOUIS, MO.

Kentucky U Completes AM Shortwave Outlet

UNIVERSITY of Kentucky, leader in the use of radio as an educational medium, has announced completion of its new 100-watt noncommercial shortwave broadcasting station, located at Beattyville, Ky. and operating on 41.9 mc. It will be financed by the Lee County Board of Education and will operate on a five-day-a-week schedule of directed broadcasts to schools, farmers and adults. Receivers are to be provided each of the 54 schools in the county system. The transmitter uses amplitude modulation.

Kentucky U also announces publication of a new booklet listing its program schedule for the last six months of 1940, to be carried over MBS and a special Southern Network comprising WHAS, Louisville, WLW, Cincinnati, and WLAP, Lexington. A list of the university's mountain listening centers and description of the new Beattyville transmitter are included in the booklet, which is available without charge.

Radio Asked to Aid the Military In Locating Men for Skilled Jobs

WITH 100,000 skilled civilian workers needed by the military establishment of the country, the broadcasting industry has been asked to aid on the job of locating this manpower and placing it in contact with proper authorities in their areas, and the NAB has pledged full industry support. In a special bulletin to the industry, NAB President Neville Miller July 19 notified stations of the NAB pledge and asked them to cooperate by spotting announcements which will be sent out from Washington in quest of the skilled workers.

Mr. Miller pointed out that the national defense needs of the country require immediate employment of 100,000 skilled civilian workers in the War and Navy Departments, Civil Aeronautics Authority and several other departments. To locate these men speedily is an "urgent and patriotic duty that radio can perform best", he said Asking the vigorous help of every broadcaster, he said these men must be reached and urged to return to former trades to avoid bogging down preparedness plans. Clerical workers and laborers are not now needed, he said.

Data to Stations

Announcements mailed to stations will designate definite jobs open in particular sections of the country, Mr. Miller stated. Only in exceptional cases is it likely to be necessary to release blanket announcements. The jobs will be Civil Service, but all red tape has been cut, stations were notified. The applicant does not have to pass a written examination.

Emphasizing that the need is urgent, Mr. Miller said that men responding to the radio announcements can secure application blanks at the nearest first or second class postoffice.

Every week, stations were told, NAB will confer with the Civil Service Commission about jobs. "It is expected that needs at certain points will change frequently. As they change, superseding announcements will be sent", the notice stated.

"Therefore", stations were advised, "in the interest of efficiency, in this hour of emergency, we shall operate on the assumption that stations will continue to broadcast an announcement until it is killed or modified to meet the changing conditions." Stations were asked to "turn on the heat" to locate the men needed for the country's defense. Suggestions also were solicited.

Submitted to stations were blanks to be signed under which stations confirmed their desire to cooperate in the effort. Mr. Miller pointed out that it is necessary to provide the Civil Service Commission with accurate knowledge of the areas being covered by the announcements.

Allen Joins KFBI

FRED L. ALLEN, for the last three years commercial manager of KLZ, Denver, has joined KFBI, Wichita, Kan., in the same capacity, according to an announcement by Herb Hollister, KFBI manager. Mr. Allen has been identified with the commercial side of radio for the last 10 years, and during his three years with KLZ was credited with numerous successful program and merchandising innovations. Before entering radio he was with a Denver advertising agency and was sales and advertising manager of a national distributor of men's apparel.

Mr. Allen

Ford's Used-Car Week

FORD DEALERS Advertising Fund, Kansas City (used cars), on July 22 started a concentrated one-week campaign of two-daily one-minute announcements on 26 stations in its home territory. Stations used were KUOA KDRO KWTO KGBX WHB WDAF KMBC KITE KCMO WMBH KFH KFBI KANS WIBW KSAL KOAM WREN KCKN KWBG KVGB KIUL KGNO KVAK KGGF KFEQ. McCann-Erickson, Chicago, handles the account.

Change in WMSL Control

THE 48 shares of stock in Tennessee Valley Broadcasting Co. Inc., licensee of WMSL, Decatur, Ala., for which Ted R. Woodward held supscription rights, would advert to Mutual Savings Life Insurance Co., now holder of 40 out of the 150 issued shares, under a deal for which FCC approval is sought. The insurance company would take up the stock in default of a note. WMSL was sold last September by James R. Doss to a group including the insurance company and its executives, Manager Woodward and Clarence H. Calhoun Jr., Atlanta attorney. Mr. Calhoun, who manages WGST, Atlanta, acquired 60 shares, which he retains.

DR. HENRY B. KRANZ, former Viennese journalist and dramatic critic and now a member of the staff of the CBS shortwave listening post on Long Island, is on a lecture tour, discussing "Inside Radio War Propaganda."

SINCE early pioneer days, folks in WIBW's territory have made their purchases and placed their trust in brand names. Acceptance was slow and tedious in those days . . . depending solely on word-of-mouth recommendation.

TODAY, "brand-consciousness" of even the *newest* product is established in days instead of years. WIBW's friendly, neighborly recommendations get prompt, positive action from the 1,321,980 members of Our Family throughout Kansas and adjoining states.

Let us show you how quickly and economically Our Family can be influenced to start asking for *your product* . . . BY NAME!

WIBW IN TOPEKA "The Voice of Kansas" COLUMBIA OUTLET FOR KANSAS
BEN LUDY, Gen. Mgr.
REPRESENTED BY CAPPER PUBLICATIONS, INC.
NEW YORK DETROIT CHICAGO KANSAS CITY SAN FRANCISCO

Ten Video Stations Granted By FCC as Interest Slackens

NBC, CBS, DuMont, Don Lee, WCAU Applications Are Approved; RMA Action Gets Endorsement

SEEKING to keep alive interest in television, which had waned sharply following its actions knocking out limited commercial operation last May, the FCC July 17 announced first regular grants of facilities to NBC for New York and Don Lee for Los Angeles and San Francisco and on July 20 announced similar grants to DuMont in New York and Washington, and to CBS in New York. Three additional grants were announced July 25 to WCAU, Philadelphia and to Purdue and Iowa State U.

Simultaneously, it gave its blessing to the action of the Radio Manufacturers Assn. in organizing a national television systems committee to seek to work out technical standards or visual radio.

Supplementing its action of June 18, when it announced tentative approval of 23 applications for television stations, the FCC now has confirmed the approval for these ten station operations. This was done on the basis of showings by the stations that they would carry on programs of research and development, experimentally, designed to contribute to advancement of the art. Presumably the other applicants have not yet complied with these conditions to the FCC's satisfaction [BROADCASTING, July 1].

RMA Committee Named

Appointment of Dr. W. R. G. Baker, of Bridgeport, vice-president in charge of engineering of General Electric Co., as chairman of the new National Television Systems Committee, was formally announced July 17 by RMA President J. S. Knowlson. A meeting in New York of the committee has been set for July 31, with both FCC Chairman Fly and Chief Engineer E. K. Jett slated to attend.

President Knowlson said the committee would include all industry interests, whether or not members of RMA. The committee will have 13 members. Companies invited to nominate representatives are CBS, Don Lee, Allen B. DuMont, Farnsworth, General Electric, Hazeltine, J. V. L. Hogan, Hughes Tool Co., Institute of Radio Engineers, Philco, RCA, Stromberg-Carlson and Zenith.

"I think I am safe in saying", said President Knowlson, "that both the Commission and RMA feel that in this way we are setting the vexing problem of television standards on a path which will lead to a satisfactory solution. We are both encouraged to feel that by so doing we are serving the interests of all concerned".

Two on West Coast

The three stations given the much-abused "green light" on July 17 are W2XBS, NBC's outlet in New York, W6XAO, Don Lee's pioneer video transmitter in Los Angeles, and a new Don Lee station, call letters yet undesignated, in San Francisco. All three stations are assigned to the new Television Channel No. 1 (50-56 mc.).

At its July 20 meeting, the FCC authorized regular grants to Allen B. DuMont Laboratories and to CBS. DuMont's new Washington station will operate on Television Channel No. 1, wih 1,000 watts for both aural and visual transmission. Its New York station will use Channel No. 4 (78-84 mc.) with similar power. DuMont's present television station, W2XVT, at Passaic, N. J., is authorized to increase power to 5,000 watts aural and visual, and transmit on Channel No. 4. The CBS station, W2XAB, New York, not yet on the air, was assigned to Channel No. 2 (60-66 mc.) with 7,500 watts, aural and visual.

WCAU, College Grants

At its meeting July 25 the FCC announced grants to WCAU, Philadelphia, for a station on Channel No. 5 (84-90 mc). with 1,000 watts aural and visual; to Purdue University, West Lafayette, Ind., on Channel No. 3 (66-72 mc.) with 750 watts both emissions, and to State University of Iowa, Iowa City, on Channels No. 1 and 12 (50-56 and 210-216 mc.) with 100 watts visual only. Neither of the school stations will engage in public program service, but will concentrate on transmission standards, systems of modulation and similar technical pursuits. The WCAU adjunct would experiment with 441 to 729 lines and 15 to 30 frames, along with interference checks and compare FM with AM as the sound component for video transmission.

The FCC said that the NBC New York station will continue to use the RMA standards but will increase the number of frame lines from 441 to 507, and will continue experimentation in collaboration with RMA. Both Don Lee stations will experiment with 525 lines-30 frames, or 441 lines-30 frames, the

(*Continued on page 124*)

Seek Met Sponsor

NEW NBC-Blue Network sales force has hopes of selling the Metropolitan Opera series of 16 Saturday afternoon broadcasts next winter, since the setting of a blanket price of $225,000 for the whole series, including time and talent, a reduction of more than a third from the previous quotations. Several advertisers, NBC reports, have expressed interest in the series, which has not been sponsored since the season of 1933-34 when American Tobacco Co. purchased the opera broadcasts for Lucky Strikes.

SCOPHONY PLANNING AMERICAN BRANCH

AN AMERICAN branch of Scophony Ltd., English manufacturer of television transmitters and receivers, is being formed, according to Arthur Levey, Scophony official, who arrived in New York July 24. Company, to be called American Scophonv Television & Radio Corp., has secured financial backing, Mr. Levey stated, which he could not yet divulge.

About two years ago, when Sol Segall, managing director of the English concern, visited in New York, it was reported the Scophony television process would be exploited over here with the backing of Eddie Cantor.

The new company also plans to broadcast television programs, Mr. Levey said, and will ask the FCC for permits to operate two video stations—one in Chicago and one in Los Angeles.

Mr. Levey said he brought with him a complete line of Scophony receivers, ranging from the junior home size, which gives a picture 18 x 15 inches, to the large screen receiver similar to that installed in London's Odeon Theatre, prividing an image 18 x 15 feet. All Scophony receivers operate on the projection principle, he said, describing it as an "electrical-optical" process.

Mr. Levey said he is negotiating for a theatre for demonstration and research.

SOMETHING NEW in the way of spot television coverage, using special newsreel films, was achieved by NBC in mid-July at the Democratic National Convention in Chicago through cooperation of Pathe News. A special 1,000-foot film of convention proceedings was made each day and air-expressed to New York for telecasting on NBC's W2XBS twice during each following day. Here is the NBC-Pathe crew filming high spots of the July 15 opening session in the Chicago Stadium—(l to r) Clarence W. Farrier, of the NBC television staff, describing the scenes as they are filmed; George M. Dorsey, chief cameraman of Pathe Newsreel; Anthony Caputo, Pathe cameraman.

NBC Shuts Down Television Plant

W2XBS Off the Air Pending Transfer to 507 Lines

INTERRUPTING a regular television program service maintained by W2XBS, New York, since May 1, 1939, NBC on Aug. 1 is shutting down this video transmitter to make the necessary adjustments in its equipment to conform with the recent FCC order moving the station from the 44-50 mc. band, now assigned to frequency modulation, to 50-56 mc., which is to be television's new No. 1 channel.

At the same time, the transmitter will also be altered to increase the picture definition from its present 441 lines to 507. Work of rebuilding, retuning and readjustment is expected to take between six weeks and two months, with W2XBS returning to the air about Oct. 1.

Revives Old Standard

While no official explanation has been made, it is believed that in changing from 441 to 507 lines, RCA is returning to its ideas of several years ago, when it urged that 507-line images be adopted as the RMA standard, but when outvoted on this stand agreed to the majority rule in favor of 441 lines. The reason for selecting 507 lines instead of some higher definition, such as the 625-line images which the Du Mont video transmitter will broadcast, is that 507 is the maximum number of lines which can be transmitted at 30 frames per second interlaced. With 625 lines, the Du Mont transmitter will broadcast only 15 frames per second interlaced.

It has also been learned that NBC will retain one transmitter sending out 441-line images, so these pictures can be compared with those of 507-line definition. The change will necessitate a slight adjustment in the receiving sets, it was said.

SCHUDT TO EXHIBIT COLUMBIA RECORDS

TO SUPERVISE final preparations for the Sept. 1 entry of Columbia Recording Corp., CBS subsidiary, into the transcription field [BROADCASTING, July 1], William A. Schudt Jr., general manager of CRC's transcription and commercial recording division, is spending several days in Chicago completing the selection of personnel for his staff in that city, which will be headed by Girard (Jerry) Ellis. Following the NAB convention, where he will demonstrate CRC equipment and products, Schudt will visit the CRC transcription office in Hollywood, where Paul Crowley is in charge.

I. P. Rodman, director of engineering and development for CRC, is also visiting Chicago and Hollywood, making final arrangements for the installation of technical equipment. The precision-operated, custom-built apparatus in all CRC studios was designed and built by CBS and CRC engineers under the direction of Rodman and Vincent Liebler of CRC's engineering staff. While not previously equipped to get into the commercial recording field, CRC has for some months been recording the Lang-Worth Program Service.

Broadened Exemption Sought For Fair Labor Standards Act

NAB Suggests Changes in Definitions to Permit Inclusion of More Personnel as Executives

By LEWIE V. GILPIN

BROADENED exemption for radio employes under the Fair Labor Standards Act was proposed July 25 by Joseph L. Miller, NAB labor relations director. The proposal was offered at a hearing, the fourth of a series in recent weeks, held in Washington by the Wage-Hour Division of the Labor Department. The series of hearings was scheduled to give representatives of various industries an opportunity to advance recommendations redefining the "executive", "professional" and "outside salesman" classifications exempt under the Act.

The NAB proposal held special significance for the industry in the light of a July 16 opinion by the Wage-Hour Division that an advertising solicitor does not qualify for exemption from overtime provisions as an "outside salesman" under the Act. Holding that an "outside salesman" must make sales resulting in transfer of title to property, Rufus G. Poole, associate general counsel of the Division, declared in a letter answering an inquiry by Mr. Miller: "An advertising solicitor is not engaged in performing work resulting in the transfer of title to property, but is merely negotiating contracts for the broadcast of prescribed material over the facilities of the radio station".

Speaking for the radio industry, Mr. Miller proposed revisions in the accepted definitions which would remove the principal difficulties met by radio operators, arising from the Act's maximum-hour restrictions and overtime provisions. Application of these restrictions to such station officials as chief engineers, program directors and salesmen has caused most difficulty.

High Average Wage

Pointing out that minimum wage requirements were of minor concern to the broadcasting industry, with one of the highest average wages of all U. S. industries, Mr. Miller declared the present narrow definition of "executives", "professionals" and "outside salesmen" was proving "both burdensome and undesirable".

Also appearing at the July 25-29 hearing, presided over by Harold Stein, assistant director of the hearings branch of the Wage-Hour Division, were representatives of American Newspaper Publishers Assn., National Editorial Assn., American Association of Schools & Departments of Journalism and other organizations in the communications, transportation, publication and public utilities fields. Labor interests actively represented, both in presenting testimony and cross-examining witnesses, included International Brotherhood of Electrical Workers, American Newspaper Guild, American Communications Assn. and American Federation of Radio Artists.

Mr. Miller recommended that the Wage-Hour Administrator's definition of an "executive" be amended by striking out the provision that he do "no substantial amount of work of the same nature as that performed by non-exempt employes". Thus, a chief engineer, program manager or sales manager, as a "bona fide executive" who manages his department, directing employes under him and enjoying the power to hire and fire or make suggestions along that line, and who makes not less than $30 a week, would qualify for exemption from the maximum hour and overtime provisions.

Citing FCC figures, Mr. Miller stated that the networks and 660 commercial stations had 18,359 fulltime employes during the week beginning Dec. 11, 1938, receiving an average wage of $45.20 for that week, one of the highest paid by any industry. The FCC figures also show an average weekly compensation of $78.51 for station executives, Mr. Miller pointed out.

Exemption Effect

"We recently asked stations to inform us how many of their executives, not now exempt, would be exempt if the section were amended as we propose," he continued. "Two hundred and seventy-seven station managers so far have informed us that the total in their stations would be 546; 121 small stations said 178 executives, now subject to the Act, would be exempt with the change, their average compensation being $39.31 a week; 136 medium stations said 317 of their employes now covered would be exempt with the change, and that their average pay was $50 a week; 20 large stations reported the change would exempt 51 of their employes now receiving an average of $68.67 a week.

"We believe this a typical cross-section. If we are correct, the change we propose would exempt somewhat less than 1,500 employes who receive an average weekly pay check of $47.18. In considering that the change we recommend would exempt approximately 9% of the industry's 18,000 fulltime employes, it must be remembered that the average broadcasting station has few employes compared with most industrial units. The 660 stations employed an average of 22 persons on a fulltime basis.

"It appears only natural that an industrial unit producing as varied an output as does a radio station would need more executives than most industrial units with such a small number of employes per unit. Those 22 employes include technicians, writers, salesmen, announcers, directors of both musicians and actors, auditors, stenographers, janitors and others. The general manager of a station rarely could find time to give necessary executive direction to all these classes of employes. And yet, under Section 541.1, as it stands, the general manager is often the only 'bona fide executive' in the station."

Flexibility Desired

Mr. Miller declared the broadcasting industry was seeking flexibility, not a longer work week, in recommending the change, commenting that radio is a type of work that "just cannot be confined to a rigid and inflexible number of hours." "Creative endeavor cannot be turned on at 9 and off at 5," he stated.

Going into the question of outside salesmen, Mr. Miller said the 660 stations employed 1,298 outside salesmen who received an average compensation of $48.41 a week. He recommended that the Wage-Hour Division's regulations be amended to broaden the definition of "outside salesman" to include those making sales other than transactions resulting in the transfer of title to property. Sale of services such as radio time should be included in the factor of definition as well as the sale of goods, he emphasized.

The emphasis in this section of the Act should be on the word "outside" rather than on "salesman", Mr. Miller maintained. He pointed out that "the least common denominator of these exempt employes (outside salesmen under the narrow definition of the classification) is the element of the employer's inability to control their time".

"To be sure, those employed in a 'local retailing capacity' do not fit our least common denominator, as do 'executives', 'administrators' and 'professionals'; but this classification was doubtless intended to exempt those employes engaged in intrastate commerce who work for an employer who also does intrastate business, and in no wise detracts from the fact that the intention of Congress was to exempt employes whose time from the nature of their employment could not be controlled."

SINCE SUMMERS get pretty hot in the Connecticut River Valley around Hartford, announcers of WDRC are permitted—on exceptionally hot days—to do their spieling from a 16th floor terrace outside the studios. Here are three WDRC announcers, with cool drinks handy, putting on one program and preparing for the next on the terrace. They are (l to r) Gil Bayek, Harvey Olson and Bob Provan Jr.

AFRA to Review Disc Negotiations

Membership to Get Reports On Status of Dickering

STATUS of negotiations between committees representing the transcription industry and the American Federation of Radio Artists over the AFRA code of wages and standards for the employment of actors, announcers, singers and sound effects men on recorded programs was to be reported to the AFRA membership at meetings scheduled to be held in New York on July 30 and on about the same date in Chicago, San Francisco and Hollywood.

Reception of AFRA's code [BROADCASTING, June 1] by the transcription manufacturers and the counter proposals of the recorders will be reported in full to the union members, according to Mrs. Emily Holt, executive secretary of AFRA, who said reaction of the membership to these reports would determine the future course of the negotiations.

Convention Delay

Although there are still a number of points on which the union and employer viewpoints are widely divergent, and although the advent of the NAB convention will interrupt the committee meetings for at least a week, Mrs. Holt expressed belief that it might be possible to conclude negotiations before the AFRA convention, which is to be held in Denver, Aug. 28-31. Meanwhile, a series of negotiations with network executives to work out a new contract for talent employed on sustaining network shows, succeeding the present contract which expires Aug. 12, was scheduled to get under way this week.

Discussion of these two sets of negotiations so occupied the AFRA board at its meeting July 25 that it did not find time for consideration of the one-big-union plan for combining all branches of the Associated Actors & Artistes of America into a single organization in lieu of the present set-up, under which each field of entertainment has its own union. The council of Actors' Equity Assn., at a special meeting July 19, announced approval of the plan, but to date the other AAAA organizations have not acted on it.

Bromo Plans Return

EMERSON DRUG Co., Baltimore (Bromo-Selzer), has appointed Ruthrauff & Ryan, New York, as agency. Plans now being completed call for a weekly half-hour program on NBC-Blue, starring Ben Bernie, with time and station list unsettled. Account has been the subject of lively solicitations by a number of agencies since it left J. Walter Thompson Co. recently.

CEREMONIES and events of New Jersey Day at the New York World's Fair, July 30, were broadcast over a special Jersey Network, made up of WHOM and WAAT, Jersey City; WCAP, Asbury Park; WTNJ, Trenton; WCAM, Camden; WBRB, Red Bank; WBAB, Atlantic City; WSNJ, Bridgeton.

Unions on Coast Violate Pickets

Workers Refuse to Recognize Patrol of NBC Studios

PICKETS continued to patrol the NBC Hollywood studios as no indication, at press time, of a settlement of the dispute involving the network and three AFL unions was apparent. The line, representing stagehands, janitors and electrical workers, was thrown around the network's western division headquarters July 17, following a breakdown in negotiations.

Picketing was ordered by Local 33, International Alliance of Theatrical & Stage Employes, International Brotherhood of Electrical Workers, and Building Service Employes International, in an effort to enforce recognition as bargaining agency for workers in those classifications. The unions declared NBC is now employing non-union help in departments over which they claim jurisdiction.

Spurn Gilman Proffer

Don E. Gilman, NBC western division vice-president, stated that none of the pickets were NBC employes and that no worker from that company was on strike. He declared that "NBC is ready at any time and has been ready to negotiate with any labor organization which has proper representation under the law among our employees".

He further declared that the picket line was thrown about the studio with no advance notice other than a telephone conversation about 10 minutes before the pickets arrived. Mr. Gilman recommended that the three unions take the case before the National Labor Relations Board and that NBC "would be glad to cooperate in such a procedure".

Carl Cooper, head of Local 33, IATSE, admitted that the local had no membership in the studio, but declared that "we belong" there and that the unions were seeking agreements similar to those with CBS. He charged that inexperienced boys were being employed to do work of stagehands, and non-union workers were employed in other technical departments. Unions claim they are picketing the NBC studios because network officials refused to bargain. They refuse to take the matter to the NLRB declaring that "this is purely a matter of recognizing our jurisdiction and nothing for the Labor Board". The unions accuse NBC of failing to negotiate with them, although meeting with network officials had been held.

Efforts to have AFRA and the musicians union join the picketing and proposed strike have failed. Musicians and radio artists unions have international agreements with NBC, which bar walkouts. Hollywood union leaders feel that only the combined action of their internationals can bring about a settlement. Meanwhile musicians and actors have been walking through the picket line to fulfill engagements on network programs.

Some 22 pickets took position July 17 when the strike line was established, but on the following day there were less than a dozen on duty, with the number dwindling to four at press time. There has been no disturbance.

COMMUNIST POLICY
WFIL Refuses to Sell Time, Donates Half-Hour

BECAUSE of uncertainty whether Communist Party candidates will be allowed on the Pennsylvania ballot in the November election, WFIL, Philadelphia, has refused to sell the party time, although President Samuel R. Rosenbaum gave time for a special 30-minute broadcast July 26. Carl Reeve, educational director of the Communist Party of Pennsylvania, at that time answered attacks made on the right of the party to have its candidates appear on the ballot.

In a statement outlining his reasons for refusing to sell the Communists time, Mr. Rosenbaum said WFIL was informed "that until existing doubts are removed, the Communist Party may possibly not be a duly qualified political party, the name of which will properly appear on the ballot". He explained further that since he abhorred and opposed censorship of free speech by force, and because he refused to make Mr. Reeve a "martyr", he had given him 30 minutes time on July 26. He added that WFIL will grant similar facilities "to a proper representative of those who hold other views" if they wish to answer the Communist speaker.

FHA Autumn Campaign Includes Use of Radio

RADIO has been included in plans for the fall modernization drive starting under auspices of the Federal Housing Administration. Although local and sectional FHA field offices handle the housing programs in various regions, the FHA radio section in Washington has announced it will issue a double-face recording containing three 5-minute dramatizations on one side and 12 dramatized spot announcements on the other, available for local sponsorship by building concerns.

In addition, the modernization drive will be featured in the regular weekly spot announcement service of the FHA headquarters, and it is planned to issue a special series of 13 five-minute talks on modernization which will be sent to field officials for broadcast. Cooperating with FHA, World Broadcasting System is producing a new weekly transcribed series, *So You Want to Build a Home*, concerned with the planning and building of low-cost homes through the FHA setup.

Sinclair Dealer Discs

SINCLAIR REFINING Co. has informed its dealers and service station operators that they must use NBC *Thesaurus* transcriptions on their local stations under the Sinclair 50-50 advertising plan, with the company paying half of the cost. Dealers were told of the arrangement the company has made with NBC in a folder listing 21 *Thesaurus* musical series, ranging from a single quarter-hour to six full hours weekly, as well as a number of dramatic programs, if the dealer prefers them. Folder also lists stations currently broadcasting the *Thesaurus* service. "Actual recordings require no approval—Sinclair has already approved them," the folder states. "You must, however, use the 'commercials' sent you by the District Office."

Sutton's Marlin

FIRST blue marlin to be taken in North Carolina waters this season was brought into Cape Hatteras July 23 by George O. Sutton, Washington radio attorney, fishing from his cruiser *Happy Day II*. It weighed 246 lbs. and was taken on 39-thread line. Sutton is one of radio's most ardent deep-sea fishermen, and has many big catches to his record, particularly white marlin, of which he caught a dozen last season.

FREEMAN SHOE Corp., Beloit, Wis., has appointed Ruthrauff & Ryan, Chicago, as agency. L. R. Northrup is account executive.

General Oil Football

GENERAL PETROLEUM Corp., Los Angeles, out of radio for more than two years, on Sept. 18 starts for 13 weeks *Football Forecasts* with Sam Hayes, on nine CBS West Coast stations (KNX KSFO KARM KOIN KIRO KVI KFPY KOY KTUC), Wednesdays, 6:45-7 p. m., PST. Agency is Smith & Drum, Los Angeles. Hayes is also commentator on the five-weekly quarter-hour early morning *Sperry News*, sponsored by Sperry Flour Co., San Francisco, on 6 NBC-Pacific Red stations, Monday, through Friday, 7:45-8 a. m., PST. That series, through Westco Adv. Co., San Francisco, has been renewed for 52 weeks, effective Aug. 12. In addition, Hayes is commentator on the *Weekly Spectator*, an NBC-Pacific Blue network sustaining program.

'BOUT TIME TO TRADE 'ER IN, I GUESS !

Out here in the prosperous Red River Valley, our well-heeled hayseeds live in a style that lots of so-called "sophisticates" would like to get accustomed to! That's evidenced by the fact that this area accounts for 46.8% of all automotive sales in North Dakota, South Dakota and Minnesota [excluding the counties containing St. Paul and Minneapolis].

All the Valley's million and a half buyers are within easy listening distance of WDAY—the only chain station reaching 'em all! Does that put a bee in your bonnet?

WDAY, INC.

N. B. C.

Affiliated with the Fargo Forum

FREE and PETERS, INC. NATIONAL REPRESENTATIVES

FARGO N. D.

940 KILOCYCLES
5000 WATTS DAY
1000 WATTS NIGHT

FCC Probe Unit Head Appointed

Lloyd Named Investigation Counsel; Lawyers Added

CREATION of a permanent investigation unit of the FCC, to ferret out information regarding the responsibility and character of applicants for new facilities, principally in broadcasting, was effected July 17 by the FCC with the appointment of David Lloyd, of New York, as special counsel in charge of such a unit in the Law Department.

Mr. Lloyd

Mr. Lloyd's appointment came coincident with the addition of five other attorneys to the FCC staff, most of whom will be assigned to broadcasting. FCC Chairman James Lawrence Fly long has advocated creation of an investigation unit, having told committees of Congress that the FCC has been handicapped in checking qualifications of applicants because of lack of such an organization. He estimated that about $50,000 would be required for the personnel of the unit, to headquarter in Washington.

Mr. Lloyd who is 29, was formerly assistant chief counsel of the Senate Civil Liberties Committee. His appointment as special counsel gives him a salary of $5,600. It is presumed other attorneys on the FCC staff, and possibly experienced investigators from other governmental agencies, in due course will be assigned to function under the new investigation chief.

Other Appointments

Another important legal appointment was that of Lucien Hilmer of New York, to be special counsel in the broadcast section of the Law Department. Mr. Hilmer becomes "second man" in the broadcast section. He was in charge of the New York office of the Senate Interstate Commerce Committee in its railroad investigation.

The remaining four appointments were under Civil Service classifications. Leo Resnick, of Oklahoma, was appointed associate attorney at $3,200, and has been assigned to national defense operations. While attached to the Law Department, he presumably will function as legal aide to Chief Engineer E. K. Jett. He came to the FCC from the legal staff of the Public Works Administration.

Marcus Cohn, of Tulsa, a graduate of the University of Oklahoma, University of Chicago Law School and Harvard Law School, was named an associate attorney at $3,200, and is expected to be assigned to broadcast work. Oscar Schachter, of New York, was named an associate attorney at $3,200, and will be attached to the litigation section under Assistant General Counsel Joseph L. Rauh Jr. and Anthony Cottone. Philip Elman, of New York, law clerk to Circuit Judge Calvert Magruder, of the First Circuit, was appointed assistant attorney at $2,600, and probably will be assigned to the broadcast section.

Chairman Fly declared July 22 that the Investigation Unit probably will start out with a half-dozen men, but will draw upon regular FCC personnel for supplementary aid. Its activities will not be limited to broadcasting or to new applications, he said, but it will "investigate where investigation seems necessary".

Pointing out that in the past "ex parte" representations have formed a substantial basis of official action by the FCC, Mr. Fly said this did not contribute to "good administration". The first hand investigation should eliminate this in many cases, he added. Among other things, Chairman Fly said it is hoped to get someone out of the Investigation Unit qualified to handle labor problems that arise in the industry. He disclaimed any intention of waging a "crusade".

George B. Porter to Leave FCC Post To Enter Practice of Law With Haley

TERMINATING nearly a decade as assistant general counsel of the Federal Radio Commission and its successor, the FCC, George B. Porter has resigned, effective Aug. 1, to enter private practice of law in Washington, specializing in radio and departmental matters.

Mr. Porter

Actively identified with broadcast matters during his entire official radio tenure, Mr. Porter has been assistant general counsel in charge of broadcasting since creation of the FCC in 1934. He will establish offices in the Earle Bldg., Washington, and Andrew G. Haley, FCC attorney who resigned last September, will join him. The firm will be known as Porter & Haley. Mr. Porter plans a brief vacation upon his retirement from the FCC.

FCC Chairman James Lawrence Fly, in commenting on Mr. Porter's resignation, said the Commission "reluctantly relinquishes to private practice a man ideally qualified by experience and training for the important work which he has so satisfactorily performed".

Telford Taylor, FCC general counsel, paid high compliment to Mr. Porter in a statement accepting his resignation, and expressed regret over his decision to leave the Government service. Mr. Taylor said:

"Mr. Porter's long experience and expertness in the field of radio law has been highly important and invaluable in the performance of the Law Department's duties. I deeply regret that my association with him has been so brief and extend to him every good wish in his new activities."

Successor Not Named

No announcement yet has been made of Mr. Porter's successor. Lucien Hilmer, of New York, who on July 17 was named special counsel of the FCC, and assigned to Mr. Porter's office at $6,500, is a possible selection for the post, which pays $7,500. He was in charge of the New York office of the Senate Interstate Commerce Committee in its railroad investigation and is 32. Mr. Hilmer's status now is that of senior assistant to Mr. Porter.

Other possible selections, it was thought, might be from the ranks. Ralph L. Walker, FCC senior attorney, who has been on the Radio Commission and FCC staff since 1928, has been Mr. Porter's principal assistant for several years. Another possible selection is Rosel Hyde, senior attorney, and also with the FCC and its predecessor since 1928.

Mr. Porter's resignation follows by less than three months those of William J. Dempsey and William C. Koplovitz as general counsel and assistant general counsel respectively. They were succeeded by Mr. Taylor and Joseph L. Rauh Jr.

Son of Commissioner Claude R. Porter of the Interstate Commerce Commission, George Porter was appointed an attorney on the Radio Commission staff on Feb. 24, 1931. He was named assistant general counsel by then General Counsel Thad H. Brown on Nov. 1, 1931, and placed in charge of all hearings. Mr. Porter became acting general counsel of the Radio Commission early in 1933 upon the resignation of Duke M. Patrick and served in that capacity until creation of the FCC on July 11, 1934, at which time he reverted to his permanent rank of assistant general counsel and was given charge of broadcasting.

Drafted FCC Bill

During his service as acting general counsel, Mr. Porter acted as FCC legal advisor to Chairman Dill of the Senate Interstate Commerce Commission and Chairman Rayburn of the House Interstate & Foreign Commerce Committee in drafting the legislation which resulted in creation of the FCC. A total of 99 separate drafts of the measure were written before final enactment. Mr. Porter has served under six general counsels — Brown, Patrick, Spearman, Gary, Dempsey and Taylor.

A native of Iowa, Mr. Porter practiced in Des Moines from 1927 until 1929. Then he became secretary to his father on the ICC, serving until he joined the Radio Commission in 1931. He is a graduate of the University of Iowa (AB, 1923) and George Washington U (LLB, 1926).

Mr. Porter, in 1932-33 was in charge of criminal prosecutions of "outlaw" stations in the Southwest, trying seven cases and procuring six convictions. Some 200 "outlaw" broadcast stations were involved, and the remainder folded. He also was FCC counsel during most of the protracted litigation involving KNX, Los Angeles prior to its acquisition by CBS and the WLW, 500,000-watt case. Mr. Porter has been FCC counsel in many hearings on rules, including the 1936 proceedings which resulted in the drafting of the present broadcast rules and standards.

Tornado Topples Antenna

A FREAK tornado on July 24 toppled the 325-foot $10,000 vertical antenna of KSCJ, Sioux City, snapping it off 30 feet above the base. Chief Engineer Steve Dier and his staff immediately set up a temporary antenna, losing less than five hours broadcasting time.

Election Delays Monopoly Report

FCC Invites Briefs, to Be Filed Up to Sept. 15

ALLOWING all parties until Sept. 15 to file briefs in connection with the report of its Network-Monopoly Committee, which has drawn sharp criticism both in Congress and from the industry, the FCC July 26 indicated that no final action is likely on the controversial report until after the presidential elections.

Action was taken upon a petition filed on behalf of CBS by its chief counsel in the monopoly proceedings, John J. Burns, of Boston. Judge Burns had suggested a Nov. 1 date, but the FCC fixed Sept. 15. Whether oral arguments will be held following submission of the briefs presumably depends upon later developments and possible requests to that end.

Replies Invited

The FCC said copies of the report, released by the committee June 12 [BROADCASTING June 15], are being sent to all broadcast station licensees. The Commission invited the submission of views on the issues raised. Simultaneously, it stated that the petition of MBS [page 74], that the FCC adopt a temporary regulation designed to maintain the status quo in network affiliations pending the promulgation of permanent regulations, likewise would await the filing of the briefs.

The briefs, said the FCC, should be directed solely to accuracy of actual statements in the committee's reports, to the recommendations contained in its memorandum of submittal and to the advisability of adopting the suggested MBS temporary regulation.

G. Franklin Wisner

G. FRANKLIN WISNER, 61, press chief of the old Federal Radio Commission and successor FCC from 1927 to late 1938, died July 25 in Garfield Hospital, Washington, after a long illness, He had been living more than two years in retirement at his Silver Spring (Md.) home. Mr. Wisner had been relieved of his FCC post in 1938 on short notice during the personnel purge instituted by the then chairman, Frank R. McNinch. Born in Hampstead, Md., he was graduated from St. John's College, Annapolis, after which he was principal of the Towson (Md.) High School. He started his newspaper career with the *Baltimore Sun*, later shifting to the *Baltimore American*, and after coming to Washington in 1921 served as correspondent for the *American* and later the *New York Herald* and *New York World*. Surviving are his wife and a daughter.

Mapleton Test

FLEMING-HALL Co., New York, is using daily quarter-hour spot commentaries on two stations in a test campaign for Mapleton cigarettes and smoking tobacco. On WHN, New York, the company is sponsoring *Today's Baseball*, Bert Lee's round-up program broadcast seven nights weekly from 7:15 to 7:30, and a similar series is being used on WIND, Gary. Weiss & Geller, New York, is agency.

Pact Allocations Received by FCC

Action After Labor Day Seen On Treaty Wave Tables

WITH FIVE of its seven members present, the FCC July 19 formally received from its engineering department the long-slumbering standard broadcast reallocation tables provided for under the so-called Havana Treaty and decided to give it detailed study, with active consideration planned after Labor Day, Sept. 2.

Under the terms of the treaty itself [BROADCASTING, July 15] the FCC must exchange allocation lists 180 days after the last nation of the Big Four on the continent ratified the pact, which becomes finally effective March 29, 1941. An earlier date can be agreed to mutually by Mexico, Canada, Cuba and the United States, but the absolute deadline is March 29.

Status of Clears

Present at the meeting were Chairman Fly and Commissioners Craven, Walker, Thompson and Payne. Commissioner Case is convalescing at his summer home on Narragansett Bay, while Col. Thad H. Brown, nominated for a seven-year tenure from July 1, still awaits Senate confirmation and until it is forthcoming cannot sit officially at FCC meetings.

Deep concern has been shown in broadcasting circles over failure of the FCC to act on the treaty allocations. Moreover, the fact that certain members of the FCC favor wholesale changes in the prescribed treaty allocations, as a means of breaking down clear channels, has caused apprehension [BROADCASTING, July 15]. It is stated, however that the FCC proposes to complete its consideration in advance of the Sept. 29 notification date and that diligence will be employed to avoid serious complications.

The July 19 meeting was the last held by an FCC quorum. Three members (Fly, Walker and Thompson) met July 23 and July 26, but only as a board, and took actions subject to ratification by a quorum under recently instituted procedure. The FCC, it is understood, does not contemplate another regular meeting before Labor Day.

Van-O Cleaner Tests

CHEMICALS Inc., Oakland, Cal. (Van-O cleaner), in July started a 13-week test campaign on five California stations in behalf of its product, comparatively new on the market. Five-minute dramatized transcriptions are being used on KFBK, Sacramento; KWG, Stockton; KHSL, Chico; KVCV, Redding; KTRB, Modesto. Account is handled through Botsford, Constantine & Gardner, San Francisco.

Grove Labs. in Canada

GROVE LABS., St. Louis (Bromo-Quinine), in October will start a varying schedule of quarter-hour programs, news periods and local 100-word announcements on 20 Canadian stations. Contracts will run through March, 1941. Russell M. Seeds Co., Chicago, places all Canadian advertising for this account.

WSB Adds to Staff

SINCE the recent acquisition of WSB and the *Atlanta Journal* by the James M. Cox radio-newspaper interests, many staff additions have been made by J. Leonard Reinsch, new general manager. Staff appointments include: Ernie Harwell, formerly on the sports staff of the *Atlanta Constitution* and recent journalism graduate of Emory U, sports editor; Elmo Israel, former assistant publicity director of Alabama U, publicity director; James Bridges, recent Georgia U graduate, continuity editor and announcer; Hubert Batey, formerly with WGPC, Albany, Ga., news announcer; Bill Spencer, formerly with WBRC, Birmingham, and WAPO, Chattanooga, announcer; Claude Wilson, formerly with WTOC and WSAV, Savannah, continuity and announcing; Lorin Myers, recent Emory graduate, salesman; Bill Prance, formerly with the AAA, farm director. In addition, WSB has appointed Charles Wells, Georgia U junior, and Harry Hutchins, Emory U junior for "interneships".

Wins—But Loses

THE *Revenge*, Class A cruiser owned by Blair Walliser, producer of CBS, Chicago, and Ken Griffin, CBS actor, on July 23 was first to cross the finish line in the Chicago-to-Mackinac yacht race. As a "scratch" boat, the yacht had to stand by while other smaller boats which were given handicap times surpassed its 65 hours, 35 minutes and 24 seconds established time. The *Revenge* was winner of this race two years ago.

Richfield's 10th Renewal

RICHFIELD OIL Co., Los Angeles (petroleum products), through Hixson-O'Donnell Adv. Inc., for the tenth consecutive year on Aug. 11 renews for 52 weeks the five weekly quarter-hour *Richfield Reporter* on six NBC-Pacific Red stations (KFI KMJ KPO KGW KOMO KHQ), Sundays thru Friday, 10-10:15 p. m. (PST).

Hughes News Sponsored By Langendorf Bakeries

LANGENDORF UNITED Bakeries, San Francisco, West Coast bakery chain, on July 22 started sponsorship of *News by Hughes*, featuring John B. Hughes, news analyst, on six CBS Coast stations (KSFO KNX KARM KIRO KVI KROY), Monday through Friday, 1:30-1:45 p. m. (PST). Contract, for 52 weeks, was placed through Leon Livingston Agency, San Francisco. Hughes, for nearly five years a newscaster on KFRC, San Francisco, will retain two of his commercial newscasts on that station and the Don Lee-Mutual network.

Brown & Williamson Tobacco Co. (Avalon cigarettes), sponsors his *News & Views* Monday, Wednesday and Friday at 6:30 p. m. (PST) and Bristol-Myers Co. (Sal Hepatica) sponsors the same feature Tuesday, Thursday and Saturday nights over Don Lee stations in California. Hughes gave up a 4:30 p. m. news period on the Northern California network of Don Lee-Mutual, sponsored by Bordens.

BMI Ships 50 Transcription Numbers

450 More Slated As Production Expands

WITH DETAILS of the transcription plan by which Broadcast Music Inc. will insure a steady supply of transcribed non-ASCAP music to its small-station members who are largely dependent on records for their musical broadcasts not yet completely worked out, the plan has already produced its first fruits—six double-faced transcriptions containing more than 50 non-ASCAP compositions, which were shipped last week without charge to all BMI members.

An additional 450 such numbers will also be transcribed and distributed before the end of the year and details are now being worked out by which BMI stations will be assured of a regular flow of non-ASCAP music in recorded form.

New Fee Formula

Announcement of the transcription scheme was made following a BMI board meeting, held in New York July 16, at which a new formula for license fees, to go into effect at the end of the initial license period, was also adopted. The new fees are based on a sliding scale of payments designed to greatly reduce the payments to be made by stations in the lower income classes [BROADCASTING, July 1].

Report of BMI progress to date was made at the July 16 board meeting by Neville Miller, president of the NAB, who listed seven major accomplishments of the industry-owned publishing house:

1. BMI has made the first comprehensive study of the musical requirements of broadcasters and has begun the preparation and production of material to meet those needs for 1941.

2. In its first three months of operation, BMI has given broadcasters more than 100 numbers published under its own imprint and is now on a production schedule of 130 selections a month—30 new tunes and 100 new arrangements of public domain music—a rate never surpassed in music publishing history.

3. BMI's new popular tunes have been successfully used on the air, both by networks and local stations, and are being played with increasing frequency in all parts of the country.

4. BMI's transcription plan will make several hundred selections available in recorded form by the end of the year. Also BMI's tunes are being recorded on phonograph records for home use.

5. BMI has acquired catalogs containing more than 5,000 copyrights and producing more than 40 new numbers monthly. Negotiations for other important catalogs are in progress.

6. BMI staff has begun compiling all non-ASCAP music available for performance, including that of all other licensing societies, that already recorded and that of publishers not affiliated with ASCAP. More than 7,000 non-ASCAP selections have already been transcribed.

7. BMI has maintained the support of a united front of broadcasters representing all branches of the industry, despite ASCAP's efforts to split the industry into antagonistic groups. It is this united backing which has enabled BMI to make its present record of achievement. BMI members now number 306 commercial stations representing more than 68% of the dollar volume of business done by the entire industry and including 108 stations of 100 to 250 watts power as well as 38 of the nation's 41 fifty-kilowatters.

NIB Endorsement

At the July 16 session, the BMI board elected a new member, Niles Trammell, succeeding Lenox R. Lohr, whom he had a few days earlier succeeded as president of NBC, as NBC's representative on the board. In addition to Mr. Trammell, the meeting was attended by Edward Klauber, CBS; John Elmer, WCBM; John Shepard 3d, Yankee Network; Walter J. Damm, WTMJ; Paul W. Morency, WTIC; Neville Miller, NAB; M. E. Tompkins and Sydney Kaye, BMI.

Following the BMI board meeting, the National Independent Broadcasters sent a letter to all non-network stations, calling to their attention the fact that while BMI's original subscription agreements "made it difficult, if not impossible, for many small broadcasters to participate," they "now have the opportunity to receive the services and benefits of the industry-owned music supply at a reasonable and fair cost."

Signed by Harold A. Lafount, NIB president; Lloyd C. Thomas, secretary-treasurer, and Andrew W. Bennett, general counsel, who, the letter states, have had many discussions with BMI regarding a revision of fees for small stations, the letter urges these broadcasters to give the new BMI scale "deliberate and careful consideration in the light of your own particular needs before making any contractual commitments for future music." Stations are also urged to make every effort to attend the NIB meeting to be held in San Francisco in conjunction with the NAB convention.

Another angle of approach to stations still outside the BMI fold was explored July 25 when some 30 station representatives were the guests of BMI at a luncheon at the Seymour Hotel in New York. Following addresses by M. E. Tompkins, BMI general manager, and Carl Haverlin, in charge of station relations, each representative was given a letter containing a list of his stations, checked to indicate which were BMI members, with the suggestion that if he is sold on the idea of BMI he try to get all of his station list lined up.

Discs for Small Stations

The BMI transcription plan, first discussed early in July with representatives of firms producing library services for stations [BROADCASTING, July 15], rediscussed by the BMI board on July 16 and expected to be finally worked out at San Francisco, is based on the necessity of supplying small stations, without staff orchestras and so unable to use the orchestrations distributed by BMI of its new tunes as well as of the BMI arrangements of public domain music, with enough recorded music to permit their continued operation without ASCAP contracts after Jan. 1, 1941. This task, which BMI is resolved to do, could be accomplished by BMI going into the transcription business itself. The alternative step, which is the one now under consideration, is a plan whereby the records required can be furnished by the existing transcription services, who have offered their full cooperation.

It is proposed that each of these library services record each month certain transcriptions which will be available not only to the subscribers to each service, but to stations subscribing to any transcription library. The difficulty is chiefly legal, due to the exclusivity clauses in some of the library contracts, which it is hoped all stations will be willing to waive in this emergency for the common good. The transcription companies say that if the legal difficulty can be overcome and that if BMI will make available a sufficient number of tunes to furnish an adequate supply to the stations, then they will cooperate in every way.

'Bonus' Numbers

Already six transcribers have released "bonus" transcriptions, which have been sent not only to their own subscribers but to all BMI members as well, including some 50 non-ASCAP tunes, as follows:

NBC Thesaurus: *There's an Old Easy Chair by the Fireplace, Pied Piper Jr., Shining Hour, High on a Windy Hill,* and *Phantom in the Dark,* all BMI tunes, on one side, with six patriotic selections on the other—*Star Spangled Banner, America, Dixie, Maryland, My Maryland, Yankee Doodle* and *Co-*

Further Hearing on Brown Nomination Is Called as Senate Action Is Blocked

THE INSPIRED campaign to block Senate confirmation of the nomination of Thad H. Brown to serve a new seven-year term as a member of the FCC continued unabated during the last fortnight, with the outlook for further hearings. Another session is set July 31. Meanwhile, Col. Brown remained in the status of commissioner-designate without portfolio or salary, since his old term ended June 30 and he cannot sit until the Senate confirms his nomination.

Senator Tobey (R-N.H.) continues to lead the opposition, and has demanded that the nominations be rejected by the Senate Interstate Commerce Committee on the ground that Col. Brown is not qualified for the post. A new recruit against confirmation has blossomed, it is now reported, in the person of Rep. Lawrence J. Connery (D-Mass.) persistent critic of the FCC and the networks. Rep. Connery, it was disclosed at the Senate Committee, had advised it of information he had procured which he indicated would shed light on some of the activities of FCC members and staff.

Inside Stuff

It was reported in reliable quarters that the General Accounting Office had been asked to supply detailed information on travel vouchers of Commissioner Brown and certain other FCC officials respecting a trip to Texas, California and the Southwest several years ago, including a trip to Agua Caliente. Because of the nature of the information requested and the kind of quizzing to which Col. Brown was subjected by Senator Tobey regarding "wild parties", the view in both Senatorial and FCC circles is that the "tips" have emanated from within the FCC itself.

Chairman Wheeler (D-Mont.) it is stated, has become impatient with dilatory tactics employed in considering the Brown nomination. The last hearing July 10 resulted in a castigation of the FCC Network Monopoly Committee's report by Senators, with Col. Brown in the position of whipping boy for the FCC. Chairman Fly was present but did not testify, and was asked to return when the committee again meets.

Also to appear before the committee again is Ralph F. Colin, CBS general counsel, who testified July 10. After a rather tumultuous start, he apparently convinced the committee that CBS and its executives were in no way guilty of "stock-rigging" as charged by Senator Tobey. Commissioner Brown's testimony previously had been to the effect that the FCC had looked with disfavor on the manner in which CBS purportedly had manipulated its stocks.

As things stand now, the committee will hear Col. Brown and Mr. Colin July 31. Chairman Fly also had planned to appear but was excused because of plans to leave the city. Meanwhile, Col. Brown's status will remain unchanged. Despite all the fireworks, it is predicted his nomination will be reported favorably, though not unanimously, by the committee, and that in due course he will be confirmed by the Senate and installed in office. Chairman Fly is supporting his confirmation.

Before that, however, it is likely more of the FCC's "dirty linen" will be opened to public gaze, and that further demands will be made for a far-reaching investigation of the agency and its membership. What irks most of the members of the FCC is the confirmed view that all these eruptions can be traced to the FCC itself, since few if any people on the outside could know so much about the personal conduct of FCC members.

lumbia, the Gem of the Ocean. BMI numbers were recorded by Allen Roth and his orchestra and the patriotic numbers by a 60-piece orchestra under the direction of Dr. Frank Black, NBC music director.

Assiciated Music Publishers: *Minute Waltz, Schubert Waltzes, Prelude in G Minor* and *Cuckoo Waltz,* recorded by Nathaniel Shilkret and his orchestra. Other side: *Tango de la Nuit, Out of the Grey, Don't the Moon Look Pretty* and *Montevideo,* the last two BMI numbers, recorded by Alexander Semmler and his orchestra.

World Broadcasting System: *I Could Tell That You Knew, Twenty-five Additional Words, What Good's the Moon? Let's Trade Hearts, Short Order Love, Fooey on You, Madam Will Drop Her Shawl* and *I'm Beginning to Know You,* all BMI, all recorded by Victor Arden's orchestra.

Lang-Worth Feature Programs: *Swing Low, Sweet Chariot, My Heart at Thy Sweet Voice, La Cumparsita* and *Melody in F,* recorded by Wohl's Sophisticates, with the reverse side given over to selections from "H. M. S. Pinafore", recorded by the Lang-Worth Opera Co., directed by Emil Cote.

C. P. MacGregor: *There I Go, This Is Our Dance, I Could Be a Superman for You, Love, You are Mine Tonight, Do What You Want To Do, The Rest of My Life, Window Wishing* and *Swinging at the Seance,* all BMI numbers and all recorded by Henry King and his orchestra.

Standard Radio: *The Same Old Story, Flat Tire? Why Dream? Practice Makes Perfect* and *Horn Power,* BMI tunes recorded by Don Allen and His Music; reverse: *La Source Ballet, Tarantelle, Espana, Air for G String* and *La Golondrina,* recorded by the Earl Towner Concert Orchestra.

Contest Started

A nationwide contest for amateur songwriters was launched July 27 on NBC-Red, in a new program called *Tunesmith's Tournament,* featuring the music of Tommy Dorsey. Contestants are required to fill out entry blanks, then submit their songs, the winners being played on the program. Three tunes are picked each week, with cash prizes of $25, $15 and $10 for first, second and third place winners. Choice of ranking is determined by tabulating the votes of the listening audience. In addition, all prize-winning numbers will be published by BMI. Contest was announced by Tommy Dorsey during his program from the Astor Roof on July 20, pulling 1,500 entries for the first broadcast of his new series, broadcast each Saturday at 5 p.m. (EDST).

A three-color, 16-page, brochure, the "ABC of BMI" will be distributed at the NAB convention. Book gives the history of BMI, its purpose, aims and intentions, what it has done and its plans for the future. Book, illustrated with 30 photographs, is the work of Russell Clevenger, BMI director of public relations.

Most recent additions to the BMI list, bringing the total to 308 stations, are: WJTN, Jamestown, N. Y.; KDYL, Salt Lake City; WSFA, Montgomery, Ala.; and WLVA, Lynchburg, Va.

George Marlo, general professional manager of BMI, has announced the following additions to his exploitation staff: Billy Chandler, formerly with Mills Music Co., and Jerry Lewin, formerly with Larry Spier and Irving Berlin, in New York; Harry Hume, formerly with Larry Spier, in California, and Jimmy Cairns, formerly with Mills Music Co., in Chicago.

First BMI tune to be used on a network commercial program was "My Mind's on You", by Richard Ullman and Bernard Simon, broadcast July 28 on the *Ford Sunday Evening Hour* on CBS.

Drafting of Ethridge Proposed As Communications Liaison

Industry Trouble Shooter Would Be Coordinator With the Knudsen-Stettinius Commission

WHITE HOUSE consideration is being given to appointment of Mark Ethridge, former president of the NAB and the industry's all-front trouble shooter, as defense communications coordinator to function with the National Defense Advisory Commission.

A move to draft Mr. Ethridge, now vice-president and general manager of the *Louisville Courier-Journal* and *Times,* which operates WHAS, for the emergency service as representative of the broadcasting, telephone and telegraph industries, is understood to be under way. Regarded as one of the broadcasting industry's outstanding statesmen, Mr. Ethridge is held in high regard in Administration circles, and often has been called in by President Roosevelt for conferences on broadcasting and newspaper matters.

FCC Coolness

Mr. Ethridge figures in a plan whereby the proposed Defense Communications Committee [BROADCASTING, July 1, 15] would be tied in more closely to the all-powerful Knudsen-Stettinius commission, following the precedent established with other basic industries. It does not mean abandonment of the Defense Communications Committee plan, under which a Government board of five officials would be named to plan communications defense activities. But it does propose to make this board subordinate to the Knudsen-Stettinius operation, by a direct liaison established through the medium of the proposed industry coordination, which niche Mr. Ethridge presumably would fill.

The Ethridge move apparently is not looked upon with too much favor by the FCC, particularly since Chairman James Lawrence Fly espoused and personally was instrumental in drafting the proposed executive order, now pending at the White House, and which would create the Defense Committee without an industry coordinator as such. Instead, Mr. Fly proposed that the committee designate purely advisory subcommittees for the various industries under its supervision. The executive order draft has been before the President, after having cleared all essential departmental routine, for at least a month. Chairman Fly himself had proposed to act as spokesman for the broadcasting industry, with the Army, Navy, Coast Guard and State Department designating other committee members.

The industry coordinator proposal was submitted to Chairman Fly July 3 by President Neville Miller of the NAB. Simultaneously the White House became aware of it. Mr. Fly, so far as known, has not yet responded to the Miller letter, orally or otherwise.

The basic proposal advanced was that the industry (including telephone, telegraph, cable and other pursuits regulated by the FCC) desires voluntarily to cooperate in war defense planning. It was pointed out that the pattern already has been cut, since other basic industries either are represented on the seven-man National Defense Commission or through coordinators. The fact that the 1916 Act, under which the Knudsen-Stettinius commission was established, limits its membership to seven reulted in the subsequent appointment of industry coordinators.

Highly Regarded

Barry Bingham, president of WHAS and publisher of the Louisville newspapers, visited the President in mid-July. It is presumed, among other things, that the question of Mr. Ethridge's drafting for the coordinator post was discussed. Forty-four years old, Mr. Ethridge has had a distinguished career in journalism, first as a reporter and during the last 10 years as a publisher. He served as interim president of the NAB from March 30, 1938 until President Miller was designated in July, 1938, having been instrumental in bringing about the association's reorganization during its worst internal strife. He has the confidence of the industry's rank and file, and is regarded as radio's strongest personality.

Many broadcasters look askance upon the Fly proposal for a Government board, since there would be no practical industry representation on it. It is felt the actions of the Governmental committee should flow through the seasoned brain of some one experienced in business, rather than through a board of military and civil department Government officials with no practical knowledge of business.

The President has made no formal comment on the defense communications plans aside from a recent observation that he had discussed the matter with Chairman Fly. It is known, however, that the whole question is being actively considered, and that in White House quarters there is support for the industry-coordinator project and for drafting Mr. Ethridge for that post.

NEW FM LICENSES AWAIT LABOR DAY

WITH a total of only 11 applications for new commercial FM stations on file since promulgation of the new "green light" rules June 22, the FCC is not likely to license any new stations until after Labor Day. The 11 applications already filed, in order of their receipt, are:

1. Detroit, James F. Hopkins (WJBK), 46,500 kc. to cover 3,050 sq. miles, 2,000 watts (Class B).
2. St. Louis, *St. Louis Star-Times,* (KXOK), 43,100 kc., to cover 9,900 sq. miles, with 3,000 watts (Class C).
3. New York, Loew's Inc. (WHN), 43,500 kc. to cover 12,940 sq. miles with 50,000 watts (Class C).
4. Baton Rouge, La., Baton Rouge Broadcasting Co. (WJBO), 44,100 kc. to cover 8,100 sq. miles, with 1,000 watts (Class B).
5. Chicago, Moody Bible Institute (WMBI), 43,900 kc., to cover 15,300 sq. miles, with 50,000 watts (Class C).
6. Milwaukee, The Journal Co. (WTMJ), 43,900 kc. to cover 15,642 sq. miles, with 50,000 watts (Class C).
7. Chicago, WGN Inc., 44,300 kc. to cover 16,822 sq. miles with 50,000 watts (Class C).
8. Columbus, Ohio, WBNS Inc., 43,100 kc. to cover 12,400 sq. miles with 10,000 watts (Class B).
9. Alexandria, La., Alexandria Broadcasting Co., Inc. (KALB), 43,300 kc. to cover 3,025 sq. miles with 250 watts (Class A).
10. Binghamton, N. Y., Howitt-Wood Radio (WNBF), 44,100 kc. to cover 18,000 sq. miles with 5,000 watts (Class C).
11. Evansville, Ind., Evansville On The Air, Inc. (WGBF-WEOA), 43,700 kc. to cover 8,397 sq. miles, with 10,000 watts (Class B).

Network Crews on Job For War Game Pickups

AMERICA'S largest peacetime maneuvers, to be held in the Plattsburg-Watertown, N. Y. area Aug. 3-31 with 100,000 men and officers participating [BROADCASTING, July 15], will be thoroughly covered by the major networks. No definite schedules of broadcasts are available, but each network has announced that it will do its part to give the greatest war-game coverage in radio history.

NBC has three men at Army headquarters at Ogdensburg, making preliminary arrangements—Arthur Feldman, of the special events division; Don Whittemore, of field engineers, and Tom Dolan, of traffic. CBS will have a crew of 14 announcers, special events men and engineers "at the front" when maneuvers begin, headed by Bob Trout, ace announcer who will be at the line of battle to give a shot-by-shot description, and Maj. George Fielding Eliot, CBS military expert, who will fly over the area of combat and give an air-view analysis of the "war" beneath. MBS has announced no plans as yet except that it, too, will cover the maneuvers.

Gen. Mills' New Serial

GENERAL MILLS, Minneapolis, has started a new serial on CBS, *Beyond Those Valleys,* Don Becker's story of a girl who dreams of happiness beyond the valleys of the small town in which she lives. Program is broadcast on 17 CBS stations for Gold Medal Flour at 5:15-5:30 p.m., Monday through Friday, following the same sponsor's *By Kathleen Norris,* heard on 24 CBS stations five times weekly for Wheaties. New Program was placed through the Chicago office of Blackett-Sample-Hummert.

LATE *Personal* NOTES

JOHN TAYLOR, formerly with Ruthrauff & Ryan, New York, where he worked on Lever Bros. programs, has joined Pedlar & Ryan, New York, as script supervisor on Procter & Gamble shows. He succeeds Finis Farr, who is now handling the agency's *Mr. District Attorney*, sponsored by Bristol-Myers Co. for Vitalis, on a free-lance basis. Taylor was script supervisor at Compton Adv. Inc. before joining Ruthrauff & Ryan.

STELLA UNGER, WJZ, New York, commentator on the weekly quarter hour program, *Your Hollywood Newsgirl*, is in Hollywood for several weeks gathering material for the series. During her West Coast visit, the program is being released to the NBC-Pacific Blue network. In addition, it is also transcribed and sent to WJZ.

MARTIN BLOCK, conductor of the *Make Believe Ballroom* programs on WNEW, New York, is broadcasting from an easy chair these days, following a fall during a ping-pong game which broke a small bone in his ankle.

VERA OSKEY, formerly with Knox Reeves Adv. Inc., Minneapolis, has joined Compton Adv. Inc., New York, as a radio commercial writer.

BILL KILMER, formerly of KLO, Ogden, Utah, has been named program director-office manager of KGNF, North Platte, Neb. He was formerly with KFDA, Amarillo, and KGKO, Fort Worth.

HELEN TURNER, for the last three years director of women's programs of WEAU, Eau Claire, Wis., on July 20 was married to Frank Griffith, of Racine, Wis., a road construction engineer.

BILL FAIRLEY, formerly of KUOA, Siloam Springs, Ark., has joined the announcing staff of KHGB, Okmulgee, Okla. Sigfried Floren has joined the announcing staff of KBIX, Muskogee, Okla.

THOMAS E. DIEHL, formerly of Ruthrauff & Ryan Inc., New York, and more recently in the advertising and sales promotion department of Columbia Steel Co., Los Angeles, has been appointed northern California manager of MacManus, John & Adams Inc., with headquarters at 405 Montgomery St., San Francisco.

EDMUND M. PITTS, formerly an account executive of J. Walter Thompson Co., San Francisco, has established the Edmund M. Pitts Public Relations Organization, at 810 S. Spring St., Los Angeles.

WILLIAM G. CHAMBERLIN, sales executive of Pennzoil Co., Los Angeles (petroleum products), has joined Beswick & Britton, sales and advertising counselors, that city. He succeeds the late A. E. Britton.

DAMON WALKE, formerly head of the San Francisco office of General Foods Corp., has been appointed Los Angeles district sales manager, exchanging duties with F. C. Hawkins.

EDGAR KOBAK, vice-president in charge of sales for the NBC-Blue network, was guest at a golfing party given by the Chicago sales staffs of the Red and Blue networks given at the Hinsdale Club July 26.

BILL McANDREW, NBC Washington news editor, is back at his desk following an illness which confined him to his hotel room in Chicago throughout the Democratic convention.

HARRY BERG, engineer of WJJD, Chicago, is away from his desk due to an emergency appendectomy. He is at the Illinois Masonic Hospital.

R. L. BURGER, commercial manager of WCAX, Burlington, Vt., is the father of a girl born late in June.

J. LEONARD REINSCH, general manager of WSB, Atlanta, is the father of a boy, J. Leonard Reinsch Jr., born July 23, his second child.

HELEN SINCLAIR, radio copy writer for Compton Adv., New York, was married July 20 to Harold Bauer, associated with the A. B. Dick Co.

TOM LEWIS, Young & Rubicam Inc., New York radio production executive, and Loretta Young, Hollywood film actress, have announced their engagement. The wedding is scheduled for early September.

IRWIN ROBINSON, managing editor of *Advertising Age*, has been made permanent master of ceremonies and interviewer of *Men Behind the Ads*, weekly program on WOV, New York.

EUGENE S. THOMAS, sales manager of WOR, Newark, and Daniel S. Tuthill, assistant manager of NBC artists service department, are the radio members of the course in Advertising and Selling offered by the Advertising Club of New York. Herbert L. Stephen, news editor of *Printers Ink*, is chairman of the course.

CHARLES LLOYD, program director of KLX, Oakland, and Mrs. Florence Heil, Beverly Hills, Cal., society matron, have announced their engagement.

MEL WILLIAMSON, formerly on the production staff of Hixson-O'Donnell Adv., Los Angeles, is in New York where he plans to become associated with an agency.

JACK CHASE, formerly program director of the Sioux City studios of WNAX, Yankton, S. D., has been transferred to Yankton as new editor. He takes over news programs sponsored by Champlin Refining Co. and International Harvester Co.

WALTER N. PEGRAM, formerly of the sales staff of WSIX, Nashville, has joined WCHV, Charlottesville, Va., as commercial manager.

CHARLES ADAMS of NBC Hollywood guest relations staff, has entered his yawl *Altair* in the annual Southern California Yachting Assn. regatta at Newport-Balboa, Aug. 1 to 7. Crew consists of George Emmet, Jack Parker, Harold Haklik and Adolph Lefler, all NBC employes.

RONNIE GOLDENBERG, auditor of WNEW, New York, on Aug. 18 is to marry Miss Nona Whitehorn.

FRANK CARBER, formerly of WBZA, Boston, and Summers Carter, formerly of WSOC, Charlotte, N. C., and WOPI, Bristol, Tenn., have joined the engineering staff of KYW, Philadelphia.

BOB WOODBURY, of the commercial staff of WCCO, Minneapolis, on July 15 married Mary South.

JACK LAWRENCE, formerly with stations in Florida and New England, has joined the announcing staff of WEEI, Boston.

STAN SPIEGLE, formerly of KOMO-KJR and KOL, Seattle, and CBS, on Aug. 1 joined KXRO, Aberdeen, Wash., as public relations director. George R. Wilhelm, formerly of several Portland, Ore., stations, has joined the KXRO announcing and production staff.

JOSEPH B. HUTTLINGER, recently awarded a M.S. in journalism by Columbia U, has been added to the New York editorial staff of BROADCASTING.

WOODROW HATTIC, director of agriculture of WWL, New Orleans, early in July was awarded an Honorary State Farmer degree by the Future Farmers of America, presented for the most outstanding work in helping Louisiana Agriculture in 1939-40.

GREETINGS

FROM THE THIRD MOST POWERFUL STATION IN SOUTHERN CALIFORNIA

WARNER BROS.

KFWB

HOLLYWOOD

IOSET APPOINTED MANAGER OF WAGA

DON IOSET, manager of WLOK, Lima, O., on July 24 was named manager of WAGA, Atlanta Blue Network outlet, by George B. Storer, president of the Fort Industry Co., Toledo, which recently acquired the station. Ralph G. Elvin, sales staff member of WLOK, was elevated to manager of the Lima station.

A pioneer in midwestern radio, Mr. Ioset's first assignment dates back to 1922, when he was associated with Toledo's first station, WTAL, forerunner of WSPD, parent station of the Fort Industry group. He returned to Toledo in 1933 to join WSPD as a newscaster after an interim during which he was advertising director for firms in Cincinnati, Buffalo and Toledo, and operated his own advertising agency in Toledo. In 1937, when Fort Industry acquired an interest in WALR, Zanesville (now WHIZ), Mr. Ioset managed the station for a year and subsequently was detailed to Lima.

Mr. Elvin is a native of Indianapolis. He began his career in radio and advertising in the early 1920's as a junior partner in an Indianapolis advertising agency. In 1923 he became sports announcer of WIRE, Indianapolis. From 1933 to 1938 he was on the sales staffs of Scripps-Howard newspapers in Baltimore and Evansville, and joined the sales department of WLOK last May. He is a graduate of Denison University, Granville, O., is married, and has two children.

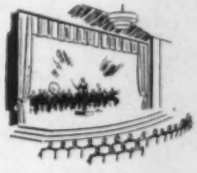
J. H. Ryan, vice-president and general manager of WSPD and of the Fort Industry Co., announced that no changes in personnel of the Atlanta and Lima stations are contemplated at this time. WAGA was acquired by Fort Industry from the James M. Cox and Arde Bulova interests for $150,000. It is a 1,000-watt regional on 1450 kc. and is the sixth station in the Fort Industry group. Others are WSPD, WHIZ, WLOK, WWVA, Wheeling, and WMMN, Fairmont. WAGA on July 26 applied for a shift to 590 kc. with 5 kw. day and 1 kw. night.

On GOP Radio Staff

FREDERICK A. LONG, onetime program director of WJSV, Washington, who recently has been working on production of the Ripley show, on July 29 joined the Republican National Committee radio staff. He is assistant to Wells (Ted) Church, G.O.P. radio director, who engaged him on a permanent basis after his temporary engagement as radio assistant at the recent convention in Philadelphia.

Alice Hult

ALICE HULT, 26, who appeared over the air on KFRC under the Cluett-Peabody Co. trade name of "Nancy Dixon" in the program *What's News in the Stores Today*, collapsed in the Ferry Postoffice in San Francisco July 20 and died shortly afterwards at an emergency hospital. Death was due to natural causes, the coroner's office reported. Miss Hult had advertised "Sanforized-shrunk" material, manufactured by Cluett-Peabody. The trade name "Nancy Dixon" is used by the sponsor in seven other cities. Miss Hult's home was in Cheshire, Ore.

Millions of listeners find greater enjoyment in the broadcasts from these stations* because exacting acoustical quality has been achieved in studios  and control rooms through the use of J-M Sound-Control Materials and Methods...

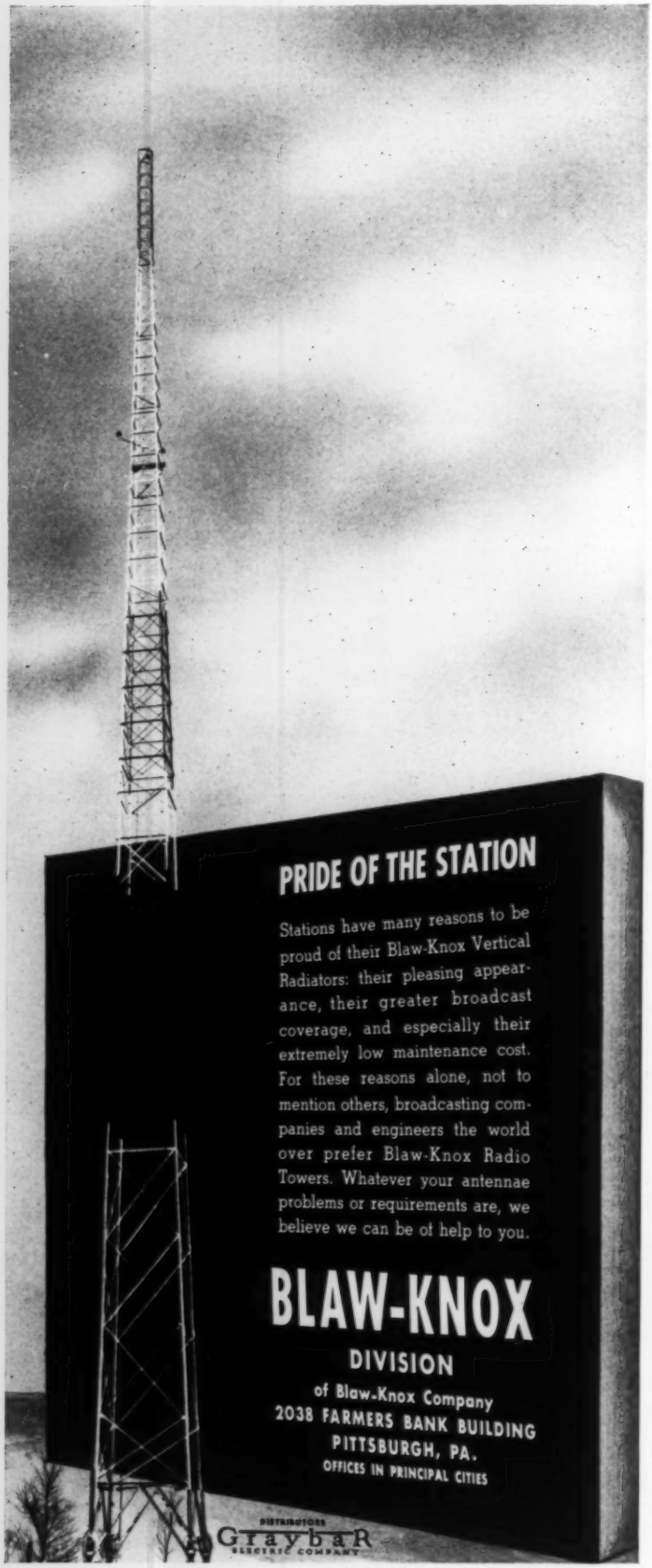
* CFRB Toronto, Ont., Can.
CKAC Montreal, Que., Can.

KDKA Pittsburgh, Pa.
KFJZ Ft. Worth, Texas
KGER Los Angeles, Cal.
KGKO Ft. Worth, Tex.
KGNC Amarillo, Tex.
KMBC Kansas City, Mo.
KMOX St. Louis, Mo.
KNX (Columbia Square) Hollywood, Cal.
KOWH Omaha, Nebr.
KOY Phoenix, Ariz.
KRE Berkeley, Calif.
KSTP St. Paul, Minn.
KWKH Shreveport, La.
KYSM Mankato, Minn.
KYW Philadelphia, Pa.

WABC (CBS Key Station) New York, N.Y.
WBBM Chicago, Ill.
WBEN Buffalo, N.Y.
WBNS Columbus, Ohio
WBTM Danville, Va.
WCAL Northfield, Minn.
WCKY Cincinnati, Ohio
WCHS Charleston, W.Va.
WCOU Lewiston, Me.
WCSC Charleston, S. C.
WCSH Portland, Me.
WDAF Kansas City, Mo.
WDAN Danville, Ill.
WDRC Hartford, Conn.
WEBC Duluth, Minn.
WFBR Baltimore, Md.
WFIL Philadelphia, Pa.
WFMJ Youngstown, O.
WGES Chicago, Ill.
WGN (Tribune Square) Chicago, Ill.
WGY Schenectady, N.Y.
WHAS Louisville, Ky.
WHBC Canton, Ohio
WJLS Beckley, W.Va.
WKY Oklahoma City, Okla.
WLAW Lawrence, Mass.
WLS Chicago, Ill.
WNAX Yankton, S. Dak.
WNBC Hartford, Conn.
WNYC New York, N.Y.
WOAI San Antonio, Tex.
WOI Ames, Ia.
WOR Newark, N. J.
WOW Omaha, Nebr.
WOWO Ft. Wayne, Ind.
WRC Washington, D. C.
WRNL Richmond, Va.
WSAL Salisbury, Md.
WTAM Cleveland, Ohio
WWNC Asheville, N. C.
WWJ Detroit, Mich.
Ashtabula Star Bureau, Ashtabula, Ohio
Belle Isle Radio Station, Detroit, Mich.
Dept. of Interior, Washington, D. C.
Merchandise Mart (NBC), Chicago, Ill.
Radio City, Hollywood, Calif.
Radio City, New York, N. Y.
Silverspire Broadcasting Co., St. Catherines, Ont., Can.

For full details on J-M Sound-Control Materials and complete information on how J-M Acoustical Engineers help improve broadcast quality, write Johns-Manville, 22 East 40th Street, New York, N. Y.

JOHNS MANVILLE JM PRODUCTS **JOHNS-MANVILLE** SOUND-CONTROL MATERIALS AND ACOUSTICAL-ENGINEERING SERVICE


PRIDE OF THE STATION
Stations have many reasons to be proud of their Blaw-Knox Vertical Radiators: their pleasing appearance, their greater broadcast coverage, and especially their extremely low maintenance cost. For these reasons alone, not to mention others, broadcasting companies and engineers the world over prefer Blaw-Knox Radio Towers. Whatever your antennae problems or requirements are, we believe we can be of help to you.
BLAW-KNOX
DIVISION
of Blaw-Knox Company
2038 FARMERS BANK BUILDING
PITTSBURGH, PA.
OFFICES IN PRINCIPAL CITIES
DISTRIBUTORS
GraybaR
ELECTRIC COMPANY

Temporary Jobs Offered by FCC

Commercial, 'Ham' Operators May Get Emergency Work

IN ITS quest for radio operators to work in the field in its plans for a 24-hour watch of communications during the war emergency, the FCC announced July 16 that temporary positions, paying from $1,620 to $1,800 per year, are available to those holding radiotelegraph licenses.

Civil Service examinations are open now for operator positions, it stated in a public notice, but the FCC is prepared to accept applications from licensed commercial operators and amateurs for appointment in the field service, with the understanding that those selected will be given temporary employment for 90 days and examined during that time by the Civil Service Commission. Temporary employes who pass the examination and are reached in the order of their standing on the eligible list will receive indefinite probationary appointment on a temporary basis as the "present emergency may justify", the FCC said.

Covered in Defense Fund

The Commission has procured from defense appropriations a budget of $1,600,000 for monitoring equipment and increased field personnel [BROADCASTING, July 1, 15]. It seeks some 500 additional operators, clerks and other field personnel, all of whom must be procured from Civil Service eligibility lists. Explaining the procedure to be followed regarding the temporary appointments, the FCC announcement stated:

General Conditions

Applicants receiving appointments must defray the expense of travel to the city or town designated by the Commission as their headquarters. The Commission reserves the right to make transfers from time to time according to the best interests of the service. A few positions will be available outside the Continental United States to operators who pass the Civil Service examination. Those who are willing to accept appointment in Alaska, Hawaii, and Puerto Rico should indicate their order of preference. Order of preference may also be shown for regions within the Continental United States, as, for example, "West Coast", "Southeast" etc.

Temporary appointees are also required to pass a physical examination which is conducted at U. S. Public Health stations throughout the United States. Operators will be required to travel in Commission field cars on official business, and when operating outside of the limits of their headquarters station will be paid five dollars per diem for subsistence.

Operators in the Commission's service are required to stand a rotating watch which involves work on Saturday afternoons, Sundays and holidays.

Persons holding radiotelegraph first class licenses will be appointed to fill positions at $1,800 per annum and those holding radiotelegraph second class licenses at $1,620 per annum.

Amateurs' Qualifications

Amateur licensees desiring to file applications for positions as operators in the Commission's field service must possess the following qualifications: (a) Must be at least 21 years of age and not over 55 unless they have veterans' preference; (b) Must hold an amateur operator's license for a continuous period of at least five years prior to making application for employment; (c) Must demonstrate in a Commission field office their ability to transmit and receive plain English text in the International Morse Code at the rate of 20 words per minute.

The salary for amateurs who qualify for appointment is $1,620 per annum. A deduction of 3½ per cent is made from all salaries toward retirement, but this is returned if the employee leaves the government service before retirement.

Applications should be submitted on U. S. Civil Service Application Form 8 to the secretary, Federal Communications Commission, Washington, D. C. Complete information must also be filed with respect to citizenship and fingerprints under FCC Order No. 75.

Further information relative to these positions may be obtained by writing to the FCC or to the U. S. Civil Service Commission, Washington.

in the CONTROL ROOM

FRANK A. GUNTHER, vice-president in charge of engineering of Radio Engineering Laboratories, Long Island City, N. Y., on July 16 spoke on frequency modulation and its possibilities relative to educational broadcasting before a group of students and teachers of the New York U School of Education. After the lecture, a demonstration was given and recordings were heard from W2XMN, Alpine, N. J. The group then went on a tour of the REL plant to observe the manufacturing of FM equipment.

A. H. SAXTON, NBC western division chief engineer, leaves his Hollywood headquarters Aug. 8 for a 30-day business and pleasure stay in New York. During that time he will participate in the five-day NBC division engineers meeting to be staged in that city starting Aug. 19.

SETH GAMBLIN, of the engineering department of WOR, Newark, recently observed his 15th anniversary with the station and received one of the special pins given 15-year veterans. He also received an anniversary check from station officials in recognition of his long service. Other WOR personages with 15 years or more service are Alfred J. McCosker, president, J. R. Poppele, chief engineer, and John B. Gambling.

FREDERICK WHEELER, assistant chief engineer of WKY, Oklahoma City, and formerly chief engineer of WREN, Lawrence, Kan., has resigned to join RCA Mfg. Co., Camden, N. J.

FRANK M. DAVIS, of Cedar Rapids, on July 9 was issued Patent No. 2,206,882 covering electrical control apparatus, rights to which he has assigned to Collins Radio Co.

ROSS McGOUGH has joined the engineering department of KGNC, Amarillo, Tex.

STANLEY NEUBRECHT, engineer of WTOL, Toledo, on July 14 married Dorothy Diller, staff pianist.

W. R. NICHOLS, formerly of KSRO, Santa Rosa, Cal., joined KINY, Juneau, Alaska, as chief operator and engineer.

G. W. HUDSON, of Richmond, Va., has been appointed by Allen B. DuMont Laboratories as its factory representative in Eastern Tennessee, Virginia and the Carolinas. For several years Mr. Hudson has been a manufacturer's representative in his territory, handling several well known radio lines.

GEORGE HOOPER, engineer of WIBG, Glendside, Pa., is the father of a girl born July 22.

TED FOWLER, technician of CKWX-CKFX, Vancouver, B. C., on July 18 married Hester Atkins, continuity head of the stations.

PLOUGH SHOWETTES
Complete Family Episode In 30 Seconds

PLOUGH Inc., Memphis, has placed a unique series of one-minute spot announcements on 18 Southwest stations for Mexican Heat Powder, through Lake-Spiro-Shurman Agency, Memphis. The transcribed *Happy Holmes Family* series, called showettes by the agency, consist of 30 seconds of a complete episode in the life of the family, with the other half devoted to the commercial. The complete 30-second episodes feature clearly defined characterizations and everyday human appeal.

Cast of four for the series was selected in cooperation with World Broadcasting Co., which waxed the series, and includes well-known New York radio actors. Three to seven *Happy Holmes Family* transcriptions are carried weekly on KLRA, Little Rock; WMC, Memphis; KGNC, Amarillo; KRLD, WFAA, Dallas; WBAP, Fort Worth; KPRC, KTRH, Houston; KFYO, Lubbock; KTSA, WOAI, San Antonio; KRGV, Weslaco; WWL, New Orleans; KOMA, Oklahoma City; KTUL, Tulsa; KFH, Wichita; WDAF, Kansas City; KWK, St. Louis.

Public Domain Interest Is Found Progressing

RAPIDLY growing interest in tax-free public domain music is indicated in a 24-page booklet *The Last Milestone*, published late in July by Lang-Worth Feature Programs Inc., New York. In a foreword the transcribed music-program firm states that letters have been received from 301 stations, requesting comprehensive information on the NAB - Lang - Worth Library Service, which includes the copyright-free music list acquired by Langlois & Wentworth from the NAB Bureau of Copyrights.

According to this latest Lang-Worth prospectus, which emphasizes "copyright independence" as fostered by Broadcast Music Inc. in competition to ASCAP, the NAB-Lang-Worth Library contains 324 complete 15-minute recorded musical shows and 1,700 separate musical selections, guaranteed non-ASCAP. Along with the complete service, which includes script and publicity services, index system and storage cabinet, all sold outright, a monthly continuation service built up around BMI releases also is offered for outright sale over an 18-month contract period, "with the full approval and support of the NAB". Columbia Recording Corp. is cutting Lang-Worth selections.

Seeks New Mexico Shifts

A. R. HEBENSTREIT, owner of KGGM, Albuquerque, and KVSF, Santa Fe, has applied to the FCC for new facilities for those stations. The New Mexico contractor asks for 590 kc. and 5,000 watts fulltime for KGGM, now operating with 1,000 watts on 1230 kc. For KVSF he seeks 1,000 watts on 1230 kc., in lieu of its present assignment of 100 watts on 1310 kc. KOB, Albuquerque, recently was authorized by the FCC to increase its power to 50,000 watts.

MANFRED B. LEE and Frederick Dannay, New York authors of the CBS *Ellery Queen* mystery dramas, are in Hollywood to write a film version of the series for Columbia Pictures Corp.

'Broadcasting Day'

(*Continued from page 34*)

Bill Stern, Virginia Rae, Stebbins Boys, Morton Downey, Graham McNamee, Margaret Speakes, Ted Husing, Ray Perkins, Col. Stoopnagle and the Revellers.

All Groups Cooperating

Conrad Thibault will sing the "More Perfect Union" tone poem from New York. Norman Corwin is expected to write and produce a dramatic sketch along the lines of his "Seems Radio Is Here to Stay", which was written in 1939 in connection with NAB Open House Week. Arrangements may be made to have Charles Laughton, famed character actor, play the lead role.

In connection with the elaborate radio pageants planned by the fairs, special train and bus transportation is being provided, particularly in the East. The New York fair has scheduled the ceremonies for the Court of Peace, which will be specially decorated in a radio motif.

In addition to the contribution of services by the famous stars, the American Federation of Musicians and the American Federation of Radio Artists have given full clearance to their members to participate in the tribute. The broadcast portion of the program will include brief messages from Harvey D. Gibson, chairman of the board of the New York fair, and Marshall Dill, president of the San Francisco exposition. Dr. John S. Young, director of radio and television for the New York Fair, and R. C. Coleson, director of radio at the San Francisco fair, will be masters of ceremonies. Pickups will be from Washington and Hollywood as well as the fairs.

The fairs, working in collaboration with the NAB and the industry, conceived the joint celebration as an expression of public good will toward the radio industry. Emphasis is to be placed on radio's efforts to promote national unity through the free expression of ideas. Ed Kirby, NAB public relations director, was the industry's principal liaison with the fair groups. The radio program is being produced and directed by William S. Rainey, former NBC production manager.

In the non-broadcast ceremonies, the fair committees have asked concerns having exhibits and also network programs to invite their stars to come to their exhibits and act as hosts throughout the day. Many outstanding radio personalities thus will be on hand. New York and San Francisco local stations throughout the day will make special pickups from the fairs.

Newsreel cameramen will be on hand. A pictorial brochure, memorializing the occasion and the statements made, will be published.

W. H. REITZ, manager and chief engineer of KVAK, Atchison, Kan., which began operating exactly a year ago, has purchased that station from Carl Latenser, local music and home appliance dealer of Atchison, Leavenworth and Fall City, Neb. The purchase price was undisclosed, and application for transfer of ownership has been filed with the FCC.

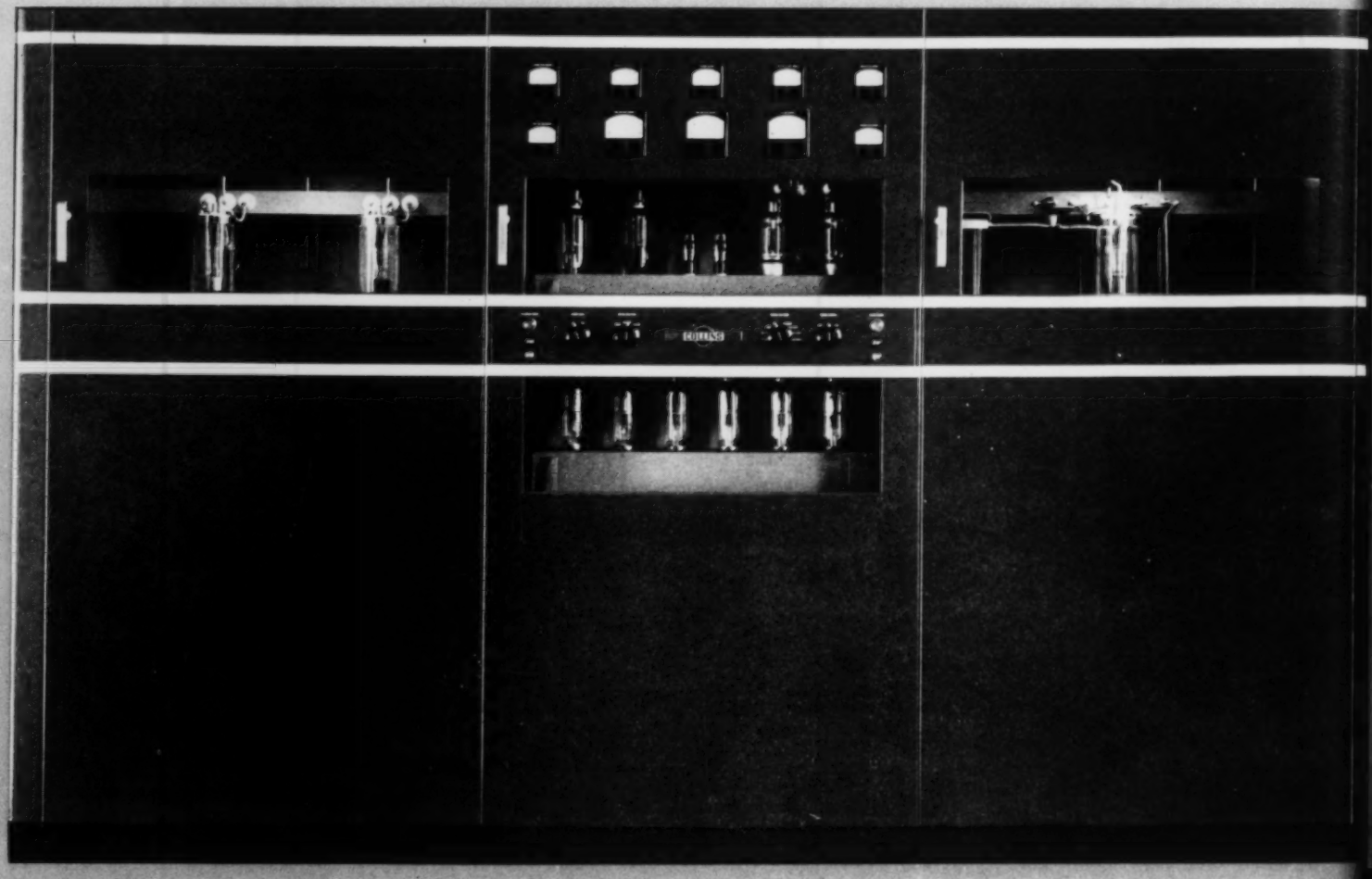
Lively SHOWMANSHIP wins larger audiences in the Intermountain Market for KDYL

The POPULAR Station Salt Lake City

NBC RED NETWORK

National Representative: JOHN BLAIR & CO.

Collins Announces the Ne



consider these specifications

Application Deluxe Broadcast service in the frequency range 550 kc to 1600 kc.

Carrier Power 5000 watts with provision for reduction to 1000 watts.

Power Reduction Instantaneous reduction of plate voltage to final amplifier and modulator.

Frequency Stability Less than 10 c.p.s. deviation from assigned value.

Audio Frequency Response Constant within plus or minus 1.5 db from 30 to 10,000 c.p.s.

Audio Frequency Distortion Less than three per cent r.m.s. between 50 and 7500 c.p.s. at 100% modulation.

Residual Noise Level More than 60 db below 100 per cent modulation level (unweighted).

Radio Frequency Output Termination Concentric or four wire grounded transmission lines of 60 to 300 ohms impedance.

Personnel Protection Fully interlocked front and rear doors.

Tuning Method Centralized control of all motor driven variable elements by selective switch on control panel.

Metering Twelve rectangular case instruments, including 40E meters, with selective metering switch on control panel.

Monitoring Provision for connection of frequency and modulation monitors.

Tubes Radio Frequency: 1—6SK7 Oscillator; 1—6V6G Class A Buffer; 1—807 Second Buffer; 2—813 Intermediate Amplifiers; 1—892R Final Class C Amplifier. Audio Frequency: 2—6L6G Class A First Audio; 2—202 Audio Drivers; 2—891R Class B Modulators. Rectifiers: 6—872A 8500 volt Rectifiers; 4—866A 1750 volt Rectifiers; 2—866A 1000 volt Rectifiers; 1—5Z3 Rectifier.

Cabinet Sizes Transmitter Proper 120″ wide x 30″ deep x 78″ high. Monitor Rack 20½″ wide x 14″ deep x 78″ high.

Power Consumption 16.5 kw—no modulation; 18.5 kw—average modulation.

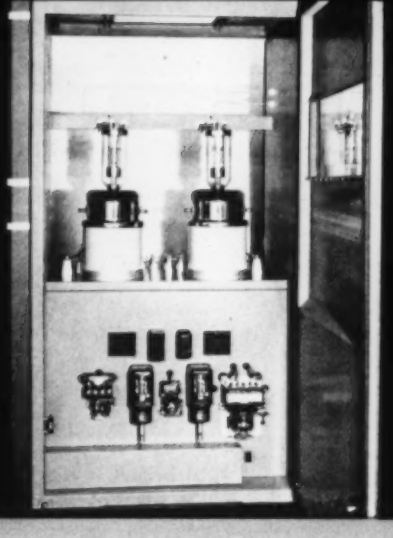
Power Source 220 volts, 60 cycles, 3 phase.

New Aircooled 5kw 21A

31 superior features

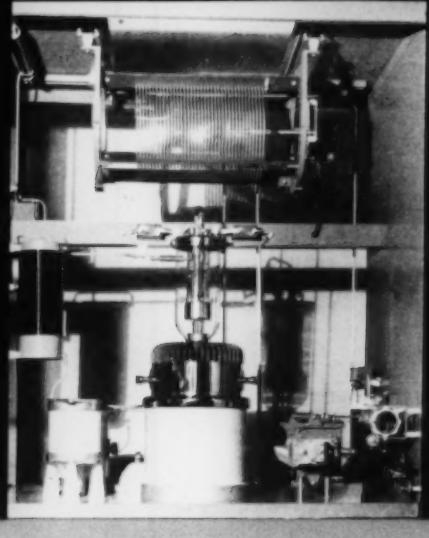
inverse feedback
economical aircooled tubes
motor tuning
instantaneous power reduction
centralized control and centralized metering
positive relay protection
class A and class AB_1 audio system
positive overload protection
vertical chassis construction
correlated cabinets
fully encased external components
magnetic circuit breakers
highly efficient circuit
low circuit distortion
simpler adjustments
full length access doors
arc back indicators
inductive neutralization
recycling relay
high reactance filament transformers
standard vacuum tubes
complete personnel protection
low power consumption
low initial cost
convertibility to 10 kw
easy installation
spun glass air filters
ferrule type resistors
complete tube visibility
r-f arc-over protection
quadrature connection of main rectifier tubes

accessible



reliable

efficient



COLLINS RADIO COMPANY « CEDAR RAPIDS, IOWA
NEW YORK, N. Y: 11 WEST 42 ST. »

ON your way to or from the San Francisco Convention stop at Youngstown and visit the model studios of

WFMJ

May Reinstate Business Index

(Continued from page 33)

cent study of the Bureau of Advertising of the American Newspaper Publishers Association, titled *Expenditures of National Advertisers in 1939*. It was pointed out that in this study expenditures of newspapers, magazines, farm journals and radio are compared. Following the caption "Radio", said the explanation, appears the qualification "chain". The radio industry is aware that "chain radio" does not represent all of radio's national advertising. The detriment to broadcasting, it was stated, is that advertisers and agencies might not understand this, so long as there is not available complete information on the subject.

The research committee emphasized that the reporting of broadcast advertising unit volume should be presented in sensible detail which will permit the group of stations operating under similar conditions. Because the sales problems of a local station in a city of 25,000 population is not identical to the problem of a clear channel station operating in a million person market. The plan, therefore is for a unit report valuable to station management in all classifications, in that it would report separately the business of local, regional and clear channel stations, segregating them further by various city sizes. Since the source of business also is of importance, the detailed proposal would break down business derived from national networks, regional networks, national non-network advertisers and from local business. Further detail would be provided in defining type of rendition by live talent, transcription or record, length of program or announcement, period of day, and type of sponsoring business. Segregation of retail advertisers and general advertisers also is suggested.

Under the latter classification, the research committee proposes there be 24 broad business type classifications with sub-classifications for those items requiring further delineation. In all, it is estimated there would be about 100 types of sponsoring business classes.

Details of Unit Plan

Following is the research committee's unit measurement proposal:

The definition of a broadcast unit adopted by the research committee is that one program unit shall equal one minute of program time; thus a 15-minute program equals 15 program units, a 30-minute program, 30 program units, etc. An announcement unit shall constitute one announcement when the time consumed is not more than one minute 29 seconds. Announcements of 1½ minutes or more shall be rounded to the nearest minute and interpreted in terms of corresponding units. Announcements sold on a word basis shall be converted to minutes through the use of the average of 100 words per minute. For participating programs wherein two or more advertisers are directly charged for program expense, units shall be calculated for each client by dividing the total units of the program by the maximum number of client participants acceptable on the program as stated by the responding stations.

The research committee and the research director recommend that the following method be adopted for collecting information from stations and reporting broadcast advertising unit volume by month:

Collection of data: The NAB Research Department will mail forms to each station each month on which all clients, except national networks—CBS, MBS, NBC—are to be listed and returned. The three national networks will furnish their client lists in the required detail directly to the Research Department. On the station client list forms, the information required will include the name of the client, the product or service advertised, source of business (local, national non-network, or regional network); the broad classification of business (retail or general); the time of the program or announcement (morning, afternoon or evening); the type of rendition (live talent, transcription or record); the length of the program or announcement; and the number of times for the month the program or announcement was broadcast.

Unit Volume Reporting

The information to be reported to the NAB membership for each month is to be as follows:

Significant tables will be set up showing the amounts of program units, announcement units and total units in detail by source of business, type of rendition, city size, station classification and type of sponsoring business with as much cross tabulation of this information as is possible under the fund available for the work.

In addition to the above details of reporting, the Research Department will maintain a complete file by advertiser to serve as a reference source for the industry. It is contemplated that the funds required for this work will cover the cost of establishing and maintaining such a file and will not be used in the performance of any reference work. Any requests for special information will be handled on a cost basis.

It is the opinion of the committee that in this way the cost of preparing special lists of clients within various classifications can be made available to those of the industry desiring such information without the necessity for entering into a costly complete record reporting service.

It is recommended that the board establish policies as to what special studies will be made upon request of Association members, advertising agencies, advertisers and publications.

It is the committee's opinion that unit volume information in the detail outlined herein is not of a confidential nature since all of the information to be obtained from stations can be ascertained by listening to the programs and announcements involved. However, there may be some policy restrictions the board may elect to impose. One suggestion which the board might consider, is that, in the event member stations request city reports with complete advertiser listing, the consent of the reporting stations located in the city will be required. The cost of such an analysis would be borne by the station or stations requesting the information.

It is conceived that with the approval of the board, the collection of client lists from stations will be started as soon as possible and the system of reporting established on an experimental basis until January, 1941. At that time, the research committee and the research director will be prepared to recommend a regular basis of reporting. At that time also, they will report to the Board the potentialities of sale of reports to advertising agencies, publications and others, to operate in recapturing the costs of the service. It will also be possible to ascertain to some extent, the demand for special studies by member stations and to determine the personnel needs in operating the service in the future.

NAMED BY LISTENERS was Wayne Irvin Sherrill, handsome baby held here by his proud papa, Homer Sherrill, member of the Black Draught Hill Billies, heard regularly on WIS, Columbia, S. C. Listeners were invited to offer names for the child, born July 4, on a Black Draught broadcast the following day. On July 10, when the contest closed, 1,955 letters had been received, each with a Black Draught box top. The group, sponsored by Chattanooga Medicine Co., Chattanooga, Tenn., some time back set an all-time high in listener mail response with 11,421 pieces of mail. The boy's initials correspond with the WIS call letters.

ALBERT V. POLLACK, 54, controller of J. Walter Thompson Co., with whom he had been associated for 31 years, died suddenly of a heart attack on July 23.

Nowhere does the American predilection for free speech run more rampant than in "B. Mike's" radio column in The Oregonian. B. Mike says what *he* thinks about radio programs and radio performers. Listeners have a chance to say what *they* think. And some of the comments fairly sizzle.

The result is a much "cussed and discussed" radio column which keeps radio listeners listening to KGW and KEX, the radio stations of The Oregonian.

In Portland it will pay you to pick KGW and/or KEX—Portland's *only* newspaper-owned and operated stations.

KGW 620 KC 5000 WATTS DAYS 1000 WATTS NIGHTS NBC RED

RADIO STATIONS OF THE **OREGONIAN** PORTLAND • OREGON

KEX 1160 KC 5000 WATTS CONTINUOUS NBC BLUE

National Representatives—EDWARD PETRY & CO. INC.
New York Chicago Detroit St. Louis San Francisco Los Angeles

LOWER COST

WINCHARGER

REG. U.S. PAT. OFF.

NEW GUYED

VERTICAL RADIATOR

A new and improved guyed tower designed for commercial radio stations. Uniform cross section. Liberal safety factor throughout; for example, guys have safety factor of five in a 70 mile wind. Low erection cost. Lower initial cost due to tremendous annual tower volume in wind-electric field. Wincharger tower now used and endorsed by numerous commercial and government stations.

★

APPROXIMATE COSTS

Following prices include towers furnished with prefixed guy sockets (except 200 foot tower), Lapp base insulators, high strength guys, guy insulators, turnbuckles and paint:

200 FT. TOWER	***$675.00**
240 FT. TOWER	***$1525.00**
300 FT. TOWER	***$2100.00**

(Experienced erection engineers available to handle complete installation of tower.)

*F. O. B. Sioux City, Iowa less lighting and erection costs.

WINCHARGER CORPORATION
SIOUX CITY IOWA

WRITE FOR COMPLETE DETAILS INCLUDING STRESS ANALYSIS ON TOWERS

Now 1000 WATTS
(FULL TIME)

KFRO
"Voice of East Texas"

Annual sales for 1939 in the rich area embracing 24 counties in Texas and 6 in Arkansas and Louisiana covered by KFRO reached the staggering total of $211,070,000.00! People from all walks of life make up this vast empire . . . oil royalty and lease holders; railroad, factory, office and oil well workers; farmers; State and Federal employees.

KFRO is the single advertising medium that can carry your sales message to this 1,000,000 people. Consult our National Representatives or James R. Curtis, Longview, Tex.

COVER East Texas from the CENTER

Television Notes

GE's Video Book

FOR visitors to the General Electric television exhibit at the New York World's Fair, GE has published a 12-page pocket-size booklet picturing and explaining GE television developments, emphasizing the work of Dr. E. F. W. Alexanderson. The cover of the pamphlet provides certification that the holder was televised at the exhibit.

* * *

DuMont Selector

LATEST model DuMont 20-inch television receivers are built to provide reception from either NBC or the new DuMont transmitter in New York, expected to be on the air this fall. A selector switch enables the televiewer to choose either the 507-line at 30-frame images of NBC or the 625-line at 15-frame DuMont pictures. Set also includes an all-wave broadcast receiver. DuMont also has explained that in building the sets it has broken down construction into five units to afford flexibility of construction and testing. Thus, according to DuMont, the various chassis units may be taken out for replacement or alteration, if need be, by removing screws and detaching plugs without disturbing the rest of the set.

* * *

WATT STINSON, who reported receiving NBC television transmissions 1,800 miles away in Tulsa, Okla., is chief engineer of KVOO, Tulsa, rather than KTUL, as stated in the July 15 BROADCASTING.

Course in Television

THOMAS H. HUTCHINSON, NBC television program director, will conduct the first university course in planning, writing and producing television programs to be given at New York U this fall, according to an announcement by Douglas Coulter, director of the NYU Radio Workshop, who is assistant director of broadcasts for CBS. Students in the course, which will begin Sept. 26, will practice writing original scripts and also adapting material for television, will be taught to plot video programs witn diagrams and how to determine whether material would be good for television presentation or not.

"In offering this course it is recognized that television is still in an experimental stage, and that new ideas and methods will undoubtedly be introduced as equipment is further perfected in the laboratories," Mr. Coulter said. "The instruction that Mr. Hutchinson will give is therefore offered as an experimental, exploratory course for the purpose of acquainting those interested with the problems that have been encountered in planning television programs and with the methods that have been found most important and effective thus far."

* * *

TEIA Reply to RMA

DENIAL that sanction or approval had been sought from the Radio Manufacturers Assn. for the first national television convention and exhibition to be held in Hollywood Aug. 22 to 24, was made by the Television Engineers Institute of America Inc. in mid-July. The organization, headquartered in Hollywood, refuted statements made in a bulletin released by the RMA under signature of Bond Geddes, vice-president and general manager [BROADCASTING, July 15], and demanded retraction. George W. Seward, TEIA founder and president, in a caustic statement to the press and to RMA's membership, declared that the RMA bulletin was an attempt to belittle plans of the Institute, and that the convention would be held regardless of opposition offered. Seward said that he was at loss to understand the RMA action, as "no request for such action requesting recognition has been made by this Institute. Nor do we recognize the authority of the RMA board of directors, or any other Board than our own, to sanction or approve any convention or exhibition which we might decide to hold". He declared that the Institute was a non-profit organization and should not be confused with promotors intent upon personal profit.

Canadian Licenses Up

A NEW record in receivers licensed in Canada was set up during the last fiscal year, ending March 31, 1940, according to an announcement just made at Ottawa. In all, 1,345,157 receivers were licensed during the past year, an increase of nearly 10% over the preceding fiscal year, and averaging 119 receivers per 1,000 of population, as compared with 109 and 100 per 1,000 population in the two immediately preceding years.

INTENT upon its television transmission development, recently given the green light by the FCC, Allen B. DuMont Laboratories, Passaic, N. J., announces the perfection of this portable pickup unit weighing only 45 lbs. and mounted like a camera on a swinging movie tripod. Entire equipment, exclusive of uhf relay transmitter and transmitter power supplies, comprises Iconoscope-type camera and seven units that can readily be carried in an automobile. Tested at the Passaic experimental transmitter, the unit has also been tested and will be used by the new DuMont transmitter being built at 515 Madison Ave., New York.

Page Miss Gibbs

THE LATEST television first —first employer hiring help through television—is claimed by WOR, Newark. WOR's chief engineer, J. R. Poppele, long has been a close student of the art, and in addition to his extensive research work he keeps keen watch on television programs in the New York area. A short time back Engineer Poppele was wrapped up in an NBC telecast of a spelling bee featuring students from the swanky Katharine Gibbs Business School. He watched attentively until all the girls except one were spelled down. Then he immediately wired the Gibbs school and hired the winner, Norma Miller, as a secretary for the WOR engineering department.

COLUMBIA PICTURES has bought world rights to Dave Elman's "Hobby Lobby" film short, which is based on the radio program of the same name, formerly sponsored on CBS by Fels & Co. The first short, to be released nationally Sept. 1, features Mrs. Franklin D. Roosevelt describing hobbies in the White House, and was produced and directed by Arthur Leonard, president of Leonard-Green Productions, New York.

INCORPORATING new FCC rules governing broadcasts by candidates for public office, a revised 1940 edition of *Is Your Hat In the Ring?* has been published by the NAB. The booklet, designed as a guide for political speakers, is available at 4c per copy, postage extra, through NAB headquarters in Washington.

HOWARD *Recording Discs*

IMPROVE TONE QUALITY and Cut Your Costs as Much as 50%

HOWARD Recording Discs are made on heavy, low stress, soft metal cores which insure permanent flatness. The special Type "C" fine grain coating, an exclusive HOWARD development, has exceptional shearing qualities and is *Hardness Processed* for long life and good reproduction of the higher frequencies.

It will pay you to make your recordings on these quality discs. If your jobber cannot supply you write us for complete facts, prices and sample demonstration disc. The superior reproduction from HOWARD Recording Discs will be a revelation.

Extremely Low Surface Noise

Soft Metal Base

Long Shelf Life— No Deterioration

Flame Proof

Write for Complete Details and Free Demonstration Disc!

HOWARD RADIO COMPANY
1731-35 Belmont Av., Chicago, Ill.-Cable Address: HOWARDCO, USA
America's Oldest Radio Manufacturer

ATTENTION: PLEASE

OVER 141 STATIONS USING THE ORIGINAL TEL-PIC NEWS-PHOTO AND MERCHANDISING DISPLAYS

K S L
NEWS PICTURES
(CHANGED DAILY)
A NERVE CENTRE OF BRITAIN'S DEFENCES
SOMEWHERE IN ENGLAND: A vital part of Britain's air defense is seen here in one of the Control Centres of the Observer Corps, where messages are received and passed on regarding the movements of all unidentified aircraft approaching or flying over any part of
1130 ON YOUR DIAL
WHERE YOU SEE THIS Emblem
INSURED
YOUR SAVINGS ARE Safe!

Tel-Pic bio-lite is fully patented. Use the original Tel-Pic Service only to get best results. Pictures mailed daily.

Progressive broadcasters, 141 of them*, from Maine to California are now using Tel-Pic's News Display, radio's newest merchandising plan for station and sponsors. Developed exclusively for radio, Tel-Pic's Plan helps build an audience for the station and sponsor with its neat, attention-creating display which offers a daily stream of merchandising and publicity tie-ins for the station and for all types of local or national products.

Only TEL-PIC gives you the following features:

1 Illuminated electric display (18 by 28 inches) in six colors . . . red, blue, black, yellow, white and green . . . patented bio-lite ANIMATED waves. (Not just a frame.)

2 News flash photos of outstanding world events mailed daily, except Sundays and holidays. This creates daily news interest. Photos are printed on 70 lb. coated stock and mailed in card-board tubes to insure protection.

3 Ample space for sponsor or station merchandising in bottom-removable panel of display. (Hand painted on glass.)

4 Simple, durable equipment. Merely insert plug in AC or DC current and display becomes animated, and call letters in top panel become illuminated in radio-like waves.

5 Sold exclusively to your station on monthly budget plan at extremely low cost.

Tel-Pic Syndicate Inc. will send its representatives to your city to sell choice locations for its displays in banks and merchants' windows at no cost to you under our new reciprocal plan that will be sent on request. Billings to customers are handled direct by Tel-Pic Syndicate Inc.

See TEL-PIC's representatives at the St. Francis Hotel in San Francisco, August 4-7. You owe it to yourself to investigate TEL-PIC's Display Service before making any 1940-41 merchandising plans.

*Tel-Pic's 141 subscribers include local stations, network affiliates, network M & O stations, 100 watters to 50,000 watters.

See "Tel-U-Vision" display model at convention. Greatest attention-arrester yet devised for store windows.

TEL-PIC SYNDICATE Inc.

1650 Broadway • New York City • Circle 5-4688

Success Story!

WILKENS AMATEUR HOUR . . . SIXTH consecutive year . . . RATING NEVER LESS THAN 50 PERCENT AND UP TO 75 PERCENT OF THE RADIO AUDIENCE. Sundays, 3:00 to 4:00 p.m. . . . Kaufmann's (Pittsburgh's largest advertiser) SIXTH consecutive year. Transradio News 15-minutes, twice daily, 6 days a week . . . *Rating never less than 46 percent and up to 58 percent of the radio audience.*

The Columbia Station in Pittsburgh

WJAS

Agencies

HENRY P. HAYWARD will handle production of *Musical Americana*, sponsored on NBC-Blue and Red stations by Westinghouse E. & M. Co., New York, according to an announcement July 18 by Kenneth Watt, radio director of Fuller & Smith & Ross, agency in charge. Mr. Watt will continue to supervise the program. Serving temporarily as m.c. of the series, he will begin work immediately on building two new shows for agency clients.

CHARLES McCANDLESS, formerly with Lord & Thomas, has joined the research department of J. M. Mathes Inc., New York.

McKEE & ALBRIGHT, Philadelphia agency with a New York branch office, is planning to open a new business department in mid-August as part of its New York setup, under the direction of Herbert Korholz, who is currently on vacation until that time. No announcement of accounts the department will handle has been made pending Mr. Korholz's return.

GEORGE COMTOIS, radio director of Federal Adv. Agency, New York, for the last three years, has resigned and has not yet announced his plans. No successor has been named.

TOM REVERE, New York radio director of Benton & Bowles Inc., is in Hollywood supervising West Coast activity during the absence of Donald Cope, production manager, who is recovering from a severe illness.

RODNEY PANTAGES Inc., Hollywood talent agency, with offices at 6233 Hollywood Blvd., has filed new incorporation papers with the California Secretary of State in Sacramento. Rodney A. Pantages, L. A. Snitzer and A. M. Fritchi are named as directors.

ARTISTS STUDIOS, Hollywood talent agency, with offices at 6513 Hollywood Blvd., has been granted articles of incorporation by the California Secretary of State. Directors are H. A. Kenoyer, B. Barrie and E. Faber.

FRANK HEALY, formerly in charge of radio contacts for RKO Radio Pictures Inc., Hollywood, has opened his own talent agency at 8555 Sunset Blvd., that city, and will handle film personalities for radio.

SAMUEL STILLMAN, formerly advertising manager of Globe Department Store, Los Angeles, has formed his own agency under the firm name of Sam Stillman Adv., with offices at 950 S. Broadway.

DONALD COPE, Hollywood radio production manager of Benton & Bowles Inc., has recovered from a severe attack of pneumonia, and is now recuperating at his home.

JAMES J. STINSON, president of Gratchel & Manning Inc., Philadelphia agency, was installed as president of the Poor Richard Club at its annual meeting July 15. William Berry took office as first vice-president; Howard A. Medhold, second vice-president; V. Winfield Challenger, secretary; Dr. Franklin R. Cawl, assistant treasurer. Poor Richard is a club of local advertising executives. Stinson succeeded Adolph Wiedemann. New members of the board of directors are Peter L. Schauble, Howard C. Store, James McCabe, Charles E. Eyles, John H. King and H. H. Kynett.

LAKE-SPIRO-SHURMAN Inc. is the new name of the former Lake-Spiro-Cohn, Memphis agency. Milton M. Shurman, secretary-treasurer, has been a member of the firm for more than 10 years. Avron Spiro is president. The firm recently added to its executive personnel as part of an expansion program.

MELVILLE E. WANK, head of Wank & Wank Agency, San Francisco, has been elected president of the Industrial Marketers of Northern California.

SANFORD BARNETT, Hollywood producer of J. Walter Thompson Co. on the CBS *Lux Radio Theatre*, sponsored by Lever Bros., is in New York for conferences with home office executives on fall plans for the series. Harry Kerr and George Wells, agency writers on the program, are vacationing at Lake Tahoe, Cal.

NAT WOLFF, recently resigned as radio director of Myron Selznick Co., Beverly Hills, Cal. talent agency, has formed his own organization under the firm name of Nat Wolff Inc., with offices at 170 S. Beverly Drive, that city. He is now in New York on a five-week business trip for radio and television talent representation. Jack Creamer, of the NBC Hollywood maintenance department, has resigned to join the new talent agency as account executive.

EARL R. CULP has joined John R. Riordan Co., Los Angeles agency, as vice-president and account executive. Prior to his new affiliation, he was account executive of Heintz, Pickering & Co., that city.

MAURICE BLATT has opened an advertising agency in Philadelphia, trading as Blatt Features, with offices at 4901 Spruce St.

C. FREDERIC RIEGEL has resigned as vice-president of Geare-Marston, Philadelphia agency to join the New York office of Alley & Richards Co. as account executive.

E. H. BROWN ADV. Agency, Chicago, has moved to temporary quarters, Suite 1802, Merchandise Mart. On Sept. 1 the new location will be Suite 933; telephone, Delaware 8333.

GEORGE DURAM, time buyer of H. W. Kastor & Sons, Chicago, is the father of a girl born June 20. It is his second daughter.

Directional over New York

Now! 5000 WATTS DAY *and* NIGHT

WBNX

YOUR BEST NATIONAL SPOT BUY

A NEW APPROACH TO THE NEW YORK MARKET

Studio Notes

THIS PAIR of miniature networks, operated similar to big broadcast stations, is used in the General Electric Philadelphia office where D. Lee Chestnut dramatizes merits of FM. A Golden network demonstrates FM, a Green network AM. In center, a midget cutaway house, complete with antenna, contains FM and AM receivers, which pick up signals from two FM and two AM stations. Power comes from transmitters housed in wireless record-players. Effect of interference from electric razors and other gadgets on FM and AM signals is demonstrated, as well as freedom from station interference.

KFRO, Longview, Tex., has postponed formal dedication of its 1,000-watt operation on 1340 kc. from July 15 to Aug. 4 because of the intense political activity in the State during July. The station plans to hold a formal opening for public inspection of the new plant, including an RCA 1,000-watt transmitter and phasing equipment and three 175-foot Wincharger towers. When KFRO started operating with its new facilities recently, 26 stations throughout the country sent transcribed congratulatory messages. In addition to the transcribed greetings, other stations sent congratulatory wires and letters to James R. Curtis, president.

LISTENERS to the *Court of Missing Heirs* program, sponsored on CBS by Sterling Products, New York, for Ironized Yeast, now have an opportunity to win money even if they aren't among the missing beneficiaries, following a ruling by the sponsor that $50 will be awarded anyone who furnishes information leading to the discovery of an heir sought on the program. As the offer became effective July 16, the *Court* was hunting heirs to four estates, involving a $70,000 estate left by a Chicago spinster who died without making a will; a $15,000 bequest to her brother, left by another spinster; and two other estates valued at $11,000 and $4,000 respectively. Agency handling the account is Ruthrauff & Ryan, New York.

LEON A. FRIEDMAN, president of Network Features, New York, who recently acquired 100% interest in the company, has announced fall and winter productions as follows: *Kid's-Eye-View of Hollywood, Radio Raffles, Father Reads the News*, a musical quiz program with audience participation, and a name band production.

WITH ARRIVAL of warm weather, WNYC, New York's municipal station, has resumed its half-hour daily summer program *Music to Swim By*, which features popular music piped through public address systems to New York's public swimming pools and beaches.

RANGING from sweet to swing, from classics to spirituals, CBS during the week of July 22 tried out a series of sustaining musical shows featuring Columbia artists exclusively in the 10:45-11 p.m. period. Talent presented included the following: Monday, Bernard Herrmann conducting a concert orchestra with Genevieve Rowe as vocalist; Tuesday, Lyn Murray and the Four Clubmen singing popular songs: Wednesdays, Howard Barlow's orchestra with Genevieve Rowe; Thursday, Buddy Clark and Ray Bloch's orchestra; Friday, The Golden Gate Quartet, and Saturday, Michael Loring and Ray Bloch's orchestra.

WEEI, Boston, on July 23 was host to about 100 newsboys, under guidance of officers of the Burroughs Newsboys Foundation of Boston, at a *Food Fair* demonstration and broadcast. The boys were served breakfast, prepared from sponsors' products, and were conducted on a tour through the studio.

WHN, New York, has issued a new rate card, Number 8, which becomes effective Aug. 31, 1940. Base rate for an evening hour has been raised from $450 to $550. Station operates on 1010 kc. with 5,000 watts day and 1,000 night.

KROW, Oakland, Cal., recently received a letter from the State of California CCC selection office stating that radio outpulled newspaper publicity 4 to 1 in attracting CCC enrollees. KROW has been releasing spot announcements for the CCC, advising of openings in nearby camps. According to the letter, the CCC selecting agents in several counties kept track of the source of information leading the youths to apply, and the 4 to 1 ratio resulted.

KFAR, Fairbanks, Alaska, America's farthest North station, recently presented a trio of well-known U. S. citizens on visits to Alaska. Maj. Gen. Henry H. Arnold, chief of the Army Air Corps, spoke on the national defense program, with special emphasis on Army Air Corps development in Alaska. Edward E. Willkie, vice-president of Libby, McNeil & Libby and brother of Wendell Willkie, Republican presidential nominee, was interviewed by Jack Winston, KFAR manager, who inquired into the boyhood life of the Willkies. Mrs. William H. Corwith, national chairman of the American Legion Auxiliary, described the national program of the Auxiliary for Alaskan listeners.

THROUGH courtesy of Sidney N. Strotz, vice-president of NBC in charge of the Central Division, the Chicago Historical Society has started a collection of "verbal manuscripts" comprised of transcriptions of such important historical events as the Hindenburg disaster, the Duke of Windsor's farewell speech, Chamberlain's farewell speech, and one of the first interviews with Douglas Corrigan. Mr. Strotz will continue to present the Society with recordings of events soon after they occur.

THE GOSPEL Tabernacle, "radio built", will be formally dedicated Aug. 4 at High Point, N. C., with Evangelist H. P. Williams ascribing to WBIG, Greensboro, and its director, Maj. Edney Ridge, full credit for making possible erection of the imposing edifice.

KAMEHAMEHA SCHOOLS, Honolulu, which is open to students who are at least part Hawaiian, is including the transcribed *Sunday Players* as part of its curriculum. The series of 52 half-hour Bible dramas is produced by George Logan Price Inc., Los Angeles, and for the last two years has been sponsored on KGU, Honolulu, by a local concern.

WGAN, Portland, Me., cooperating with the U. S. Army, has started a series of weekly half-hour broadcasts from nearby Fort Williams, featuring music of the 68th Coast Artillery Band with five-minute talks by recruiting officers of the post. This supplements a daily spot announcement schedule for all branches of the Army, Navy and air force. Additional time also is given to the activities of the Main Citizen's Coordinating Committee for Defense, of which Guy P. Gannett, president of Portland Broadcasting System, WGAN licensee, is chairman.

THE six-man golf team of KWK, St. Louis, defeated a squad representing KMOX July 14 in a special inter-station match played at Sunset Hills Country Club, St. Louis. The KWK team had an aggregate of 544 strokes, outclassing the KMOX group by six strokes. Bob Richardson, KWK national sales representative, won medal honors with a 72 in the 18-hole match.

WHEN United States passport regulations came into force July 1 on the Canada-U. S. border, it caused difficulties for the staff of at least one Canadian broadcaster, CKLW, Windsor, Ont., which also maintains offices in Detroit. Passport and visa difficulties have now subsided and CKLW employes may commute once more between Windsor and Detroit without trouble.

KTSA, San Antonio, has engaged Col. H. L. Landers, U.S.A. Retired, as staff military analyst and advisor. He was recommended by Gen. Brees, commanding the Eighth Corps Area, who said many Army people regard Col. Landers as highly as the famous Maj. George Fielding Elliot.

WJTN, Jamestown, N. Y., cooperating with Charles H. Brown, publicity director of Chautauqua Regions Inc., has started a twice-weekly program, *Chautauqua Region News & Rhythm*, designed to promote the Chautauqua Lake region as a summer resort.

KROD, El Paso, Tex., in mid-July carried a special account of the local Soap Box Derby competition under sponsorship of the Borden Co. with remote control facilities supervised by Chief Engineer Ed Talbott, commentaries were handled by Al Keirsey, Dave Vaile and Morrison Qualtrough.

KFRO, Longview, Tex., is keying various State hookups for Texas politicians, including Gov. O'Daniel from Greenville, to KPLT, Paris, and KCMC, Texarkana, and Col. Ernest O. Thompson, candidate for Governor, from Center to KPLT, Paris, and KCMC, Texarkana.

WOR, Newark, starting July 22, has set aside the 10:30-10:45 a.m. (EDST) period across the board Mondays through Fridays for a new program of one-minute participations, titled *Meet Mr. Morgan*, to be handled by Henry Morgan.

WPEN, Philadelphia, now opens and closes its broadcasts day by playing "God Bless America", discarding its old theme song, "Lights Out," used for the last four years. Special permission was secured for the use of the song. WPEN claiming to be the only station in the country permitted to use "God Bless America" as a theme song.

KOIN, Portland, Ore., on July 12 carried the 1,000th newscast sponsored by Joe Weiner, Portland clothier. The station has carried a daily *Headlines* feature for Weiner, Sundays excepted, since May 2, 1937. At conclusion of the 1,000th quarter-hour news broadcast, KOIN contributed five minutes to review the sponsor's expansion since 1937 as well as news highlights of the last three years.

TYING in with the 11 p.m. to midnight *Cinderella* program of recordings on WHN, New York, Postal-Telegraph Co. is displaying large posters in local offices advising listeners to call Postal and telegraph their requests for special selections.

APPROXIMATELY 50 station managers, executives, announcers commentators and artists from the San Francisco bay region migrated to Salinas in two Greyhound busses on July 19 to witness and participate in annual Radio Day at the California Rodeo. The radio folk were guests of the Salinas Rodeo Association and Salinas Chamber of Commerce, who entertained them at luncheon, then at the rodeo and a cocktail party and dinner. The radio party was headed by Comdr. A. W. Scott, whose *Romance of the Highways* program for Greyhound is released over 30 Mutual stations on the Coast, and Kay Barr, of NBC press relations department.

WHP, Harrisburg, Pa., early in July carried a series of special pickups from Lebanon, 26 miles away, during the week-long bi-centennial celebration of the city. Programs during the 200th anniversary week included various events, from a one-hour Catholic field mass which opened the celebration June 30 to descriptions of parades and other special events. The pickups were supervised by A. K. Redmond, WHP general manager.

WICC, Bridgeport, Conn., on July 24 started a Wednesday morning news commentary series by Katharine Leeds, who has spent 15 years in Europe and is one of the few women members of the Overseas Press Club. She resigned recently as editor of the "Forum for Women" column of the *Greenwich Times* to concentrate on radio.

WJSV, Washington, on July 27 started the weekly *Labor News Review* on its seventh consecutive year, adding another year to its record as the oldest labor program on the air. The program was originated by Albert N. Dennis, who is still its producer and commentator. *Labor News Review* reviews current trends and events as they affect labor, industry and economics.

WHIP, Hammond, Ind., announces the appointment of J. J. Haines & Assoc., Chicago advertising agency, to handle sales and commercial programming.

WRAK, Williamsport, Pa., in mid-July observed its tenth anniversary with an open house attended by 2,500 visitors. In addition to exhibiting its modern new studios, the station conducted a special demonstration of its portable recording equipment.

CFRN, Edmonton, and CFCN, are hooking up via Government phone lines to carry *The Army Sings* from the Edmonton encampment of the Southern Alberta Regiment each week.

AS A FEATURE of the Saturday noon *Country Journal* programs on CBS, Charles Stookey, CBS-director of agricultural activities, is taking an "agricultural tour" of the United States from July 13 to Sept. 14 to bring local farm experts to the microphone for discussions of farm problems in their particular sections of the country.

Fly Disposes of Details Prior to Coast Journey

RUNNING the gamut of reporters' queries July 29 at his regular weekly press conference, FCC Chairman Fly mopped up his desk preparatory to a two-week "sabbatical" which will take him to the West Coast and the NAB convention in San Francisco. Although several matters remained to be arranged before departing, Chairman Fly indicated he intended to fly from New York to the coast July 31, following a meeting with RMA-sponsored Television System Committee. In California, besides participating in "Broadcasting's Day" ceremonies at the Golden Gate Exposition Aug. 3, and speaking at the NAB conclave Aug. 5, he expects to inspect television operations on the West Coast and visit members of his family.

Although refraining from any specific comment on just what may determine the difference between a Presidential "fireside chat" and a campaign speech for the coming election, Mr. Fly said he felt confident President Roosevelt would not take advantage of the situation. Responding to another question, the chairman stated that NBC recently completed data for an application for a television transmitter in Washington and that the application was "in the mill" and probably would be granted "within a few days". Despite absence of FCC members, including himself, at various times during the summer, he declared that FCC operations would continue without interruption under the newly-instituted quorum rule.

Text of Phonograph Record Decision

(*Continued from page 54*)

makes possible the proper recording of those performances upon a disc.

It would follow from this that, if a conductor played over the radio, and if his performance was not an abandonment of his rights, it would be unlawful without his consent to record it as it was received from a receiving set and to use the record. *Arguendo*, we shall also assume that such a performance would not be an abandonment, just as performance of a play, or the delivery of a lecture is not; that is, that it does not "publish" the work and dedicate it to the public. *Ferris* v. *Frohman*, 223 U.S. 424, 435; *Nutt* v. *National Institute*, 31 Fed.(2d) 236 (C.C.A. 2); *McCarthy* v. *White*, 259 Fed. Rep. 364; *Uproar Co.* v. *National Broadcasting Co.*, 8 Fed. Suppl. 358.

Resale Restrictions

Nevertheless, even if Whiteman's "common-law property" in his performances survived the sale of the records on which they were inscribed, it would be very difficult to see how he, or *a fortiori* the maker of the records, could impose valid restrictions upon their resale. Concededly that could not be done (regardless of the present statutory prohibition) if the restriction went to the resale price. *Bobbs-Merrill Co.* v. *Straus*, 210 U.S. 339. It would also have been impossible if the restriction forbade the buyer to use the article except with other articles bought of the record maker. *Motion Picture Patents Co.* v. *Universal Film Co.*, 243 U.S. 502. We do not, however, have that question to decide, for we think that the "common-law property" in these performances ended with the sale of the records and that the restriction did not save it; and that if it did, the records themselves could not be clogged with a servitude.

Copyright in any form, whether statutory or at common-law, is a monopoly; it consists only in the power to prevent others from reproducing the copyrighted work. WBO Broadcasting Corp. has never invaded any such right of Whiteman; they have never copied his performances at all; they have merely used those copies which he and the RCA Mfg. Co., made and distributed.

The putatively protected performances were themselves intended for that purpose and for that alone; the situation was precisely the same as though Whiteman and RCA Mfg. Co., had combined to produce an original musical score and inscribe it upon records. The records at bar embodied Whiteman's "common-law property" —his contribution as a conductor—in precisely the same way that the record of such a score would embody his composition. Hence the question is no different from whether he might disseminate a musical score to the public at large, but impose a limitation upon it that buyers should not use it to broadcast for profit.

Must Be Justified

Whatever might be said of that—if the sale were not a "publication" — it will hardly be argued that if it was a "publication" in the sense that that destroys the "common-law property", the restriction upon the use of the record would be valid notwithstanding. Restrictions upon the uses of chattels once absolutely sold are at least *prima facie* invalid; they must be justified for some exceptional reason, normally they are "repugnant" to the transfer of title.

If "the common-law property" in the rendition be gone, then anyone may copy it who chances to hear it, and may use it as he pleases. It would be the height of "unreasonableness" to forbid any uses to the owner of the record which were open to anyone who might choose to copy the rendition from the record.

To revert to the illustration of a musical score, it would be absurd to forbid the broadcast for profit of its record, if any hearer might copy it and broadcast the copy. Thus, even if Whiteman and RCA Mfg. Co., have a "common-law property" which performance does not end, it is immaterial, unless the right to copy the rendition from the records was preserved through the notice of the restriction.

As applied to books, where the problem is precisely the same, there is not very much law as to whether such restrictions prevent complete dedication, but the judges who have passed upon the question have declared, at times with much certainty, that they are nugatory. In 1898 the Court of Appeals of New York flatly so decided in *Jewellers Mercantile Agency* v. *Jewellers Publishing Co.*, 155 N. Y. 241, and that is the leading case. Judge Putnam had held the same in 1896 (*Ladd* v. *Oxnard*, 75 Fed. Rep. 703, 730) and he was followed by Judge Townsend (*Larrowe-Loisette* v. *O'Laughlin*, 88 Fed. Rep. 896), Judge Lacombe (*Wagner* v. *Conried*, 125 Fed. Rep. 798) and Judge Ward (*Savage* v. *Hocman*, 159 Fed. Rep. 584). In his dissenting opinion in *International News Service* v. *Associated Press*, 248 U.S. 215, 256, Mr. Justice Brandeis spoke of the law as "well-settled" to that effect. (See also the reasoning of the court in *Chamber of Commerce* v. *Wells*, 100 Minn. 205.) It is quite true that if "publication" were merely a question of intent, these decisions are wrong, for the intent is obvious not to dedicate the whole right.

Copyright Policy

The problem is not so simple; in dealing with a monopoly the law imposes its own limits. Certainly when the "common-law property" is in a work which the Copyright Act covers, there can be no doubt; Congress has created the monopoly in exchange for a dedication, and when the monopoly expires the dedication must be complete. If the records were registrable under the act, the restriction would therefore certainly not limit the dedication. The fact that they are not within the act should make no difference. It is indeed argued that by virtue of *Donaldson* v. *Becket*, 4 Burr. 2408, there is a perpetual common-law copyright in works not copyrightable under the act; we have answered that argument in *Fashion Originators Guild* v. *Federal Trade Commission*, 112 Fed. (2) ——, and need not repeat what we said. That being true, we see no reason why the same acts that unconditionally dedicate the common-law copyright in works copyrightable under the act, should not do the same in the case of works not copyrightable. Otherwise it would be possible, at least *pro tanto*, to have the advantage of dissemination of the work at large, and to retain a perpetual though partial, monopoly in it. That is contrary to the whole policy of the Copyright Act and of the Constitution. Any relief which justice demands must be found in extending statutory copyright to such works, not in recognizing perpetual monopolies, however limited their scope.

It is true that the law is otherwise in Pennsylvania, whose Supreme Court in 1937 decided that such a legend as the rec-

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ords at bar bore, fixed a servitude upon the discs in the hands of any buyer. *Waring* v. *WDAS Broadcasting Co.*, 327 Pa. St. 433. We have of course given the most respectful consideration to the conclutions of that great court, but with much regret we find ourselves unconvinced for the reasons we have tried to state. However, since that is the law of Pennsylvania and since the broadcasting will reach receiving sets in that State, it will constitute a tort committed there; and if an injunction could be confined to those sets alone, it would be proper.

It cannot; for even if it be mechanically possible to prevent any broadcasting through the angle which State of Pennsylvania subtends at the transmission station, that would shut out points both in front of, and beyond, Pennsylvania. We must therefore choose between denying any injunction whatever—since in our judgment the act is unlawful only in Pennsylvania—or enjoining WBO Broadcasting Corp. from broadcasting throughout the Union and in Canada in order to prevent a tort in Pennsylvania alone. This would be an obvious misuse of the writ which goes only in aid of justice.

Concept of 'Property'

Whiteman and the plaintiff also rest their case upon the theory of unfair competition, depending for that upon *International News Service* v. *Associated Press, supra* (248 U.S. 215). That much discussed decision really held no more than that a western newspaper might not take advantage of the fact that it was published some hours later than papers in the east, to copy the news which the plaintiff had collected at its own expense. In spite of some general language it must be confined to that situation (*Cheney Bros.* v. *Doris Silk Corp.*, 35 Fed.(2) 281); certainly it cannot be used as a cover to prevent competitors from ever appropriating the results of the industry, skill, and expense of others.

"Property" is a historical concept; one may bestow much labor and ingenuity which inures onlf to the public benefit; "ideas", for instance, though upon them all civilization is built, may never be "owned". The law does not protect them at all, but only their expression; and how far that protection shall go is a question of more or less; an author has no "natural right" even so far, and is not free to make his own terms with the public.

In the case at bar if Whiteman and RCA Mfg. Co., cannot bring themselves within the law of common-law copyright, there is nothing to justify *a priori* any continuance of their control over the activities of the public to which they have seen fit to dedicate the larger part of their contribution. We are adjured that courts must adjust themselves to new conditions, and that in the case at bar justice clearly points the way to some relief. We cannot agree; no doubt we should be jealous to execute all reasonable implications of established doctrines; but we should be equally jealous not to undertake the composition of substantial conflicts of interests, between which neither the common-law, nor the statute, has given any clue to its preference. We cannot know how Congress would solve this issue; we can guess—and our guess is that it would refuse relief as we are refusing it—but if our guess were the opposite, we should have no right to enforce it. If the talents of conductors of orchestras are denied that compensation which is necessary to evoke their efforts because they get too little for phonographic records, we have no means of knowing it, or any right to assume it; and it is idle to invoke the *deus ex machina* of a "progress" which is probably spurious, and would not be for us to realize, if it were genuine.

Question of Guilt

Finally, appeal is made to the doctrine that WBO Broadcasting Corp. is guilty of a tort—or at least that it is a factor in determining its "unfair" competition—because it induces Bruno-New York Inc., to violate its contract with RCA Mfg. Co. Whatever remedies RCA Mfg. Co. may have under that contract, they are not before us. As between Bruno-New York Inc. and WBO Broadcasting Corp., the contract is a nullity; RCA Mfg. Co. had no power to impose the pretended servitude upon the records; and WBO Broadcasting Corp. is free to buy and use them in entire disregard of any attempt to do so. It scarcely seems necessary to discuss the strange assertion that to broadcast the records in some way invades somebody's "right of privacy", presumably Whiteman's. *Sidis* v. *F-R Publishing Corp.*, 112 Fed. (2) ——— (C.C.A. 2). Nor need we say that insofar as radio announcers declare, directly or indirectly, that the broadcast of a Whiteman record is the broadcast of a Whiteman performance, that conduct is a tort which Whiteman could enjoin. That would indeed be "unfair competition".

It follows that the complaint must be dismissed, and for reasons which make it unnecessary to determine how far Whiteman's contract with RCA Mfg. Co. preserved any common-law copyrights he might have had, if they had survived the sale of the records.

Judgment reversed; complaint dismissed; costs to WBO Broadcasting Corp.

To Drop ASCAP

(*Continued from page 59*)

has issued its own licenses to the networks and individual stations who wanted the right to broadcast "To a Wild Rose" "To a Waterfowl" and other works of MacDowell.

Acquisition of this catalog by SESAC makes it generally available for broadcasting, it was stated, since SESAC now licenses more than 600 stations and all networks, both regional and national. SESAC licenses run for five-year periods, are negotiated and expire individually and not altogether as under the ASCAP system. Recent renewals include NBC, CBS, Don Lee and Yankee networks, it was said, and such stations as WOR and WGN. With the Schmidt catalog, SESAC now controls about 50,000 numbers published by about 100 publishers, of which two-thirds are American companies.

KXOK Plans Fall Debut With 5 kw. Transmitter

KXOK, St. Louis, announced July 29 that it plans to be on the air this autumn, utilizing its new 630 kc. assignment with 5,000 watts fulltime in accordance with a recent action of the FCC authorizing shifts in assignments of several St. Louis stations. A 90-acre site has been procured in Madison County, Ill., five miles from downtown St. Louis. Three Truscon Steel towers 390 feet high will be erected in triangular formation, and a new 5,000-watt Western Electric 405 B-I transmitter has been purchased.

Phasing units for day and night directional transmission are housed in cabinets designed by Victor J. Andrew, Chicago engineer. Art Rekart, KXOK chief engineer, and Fred Grimwood, consulting engineer, are supervising the installation. The transmitter house contains eight rooms and is ultra-modern in design.

Reverses Libel Law

FLORIDA'S radio libel law, passed by the State legislature in 1939, has been declared unconstitutional by Judge Bayard Shields of Duval County Circuit Court, according to a report from Jacksonville. The law, urged by station operators, provided protection of owners, lessees, licensees and operators against "damages for any defamatory or libelous statements published or uttered by one other than such owner, lessee, licensee, or operator or agent or employe thereof."

Carter's Export Discs

CARTER MEDICINE Co., New York (liver pills), through its export division, in early August will start 24 one-minute dramatized disc announcements in Spanish on 150 stations in Central and South America. Recording is by NBC radio recording division, with production by Walter Craig, radio director of Street & Finney, New York, the Carter agency, under the direction of Ab Karian, Carter export manager.

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Analysis of 1939 Broadcast Station Revenues by

Broadcast Region and State	No. of Stations	Network: To Major Networks	Network: To Regional Networks	Network: To other Networks and Stations	Non-network: To National and Regional Users	Non-network: To Local Users	Total
(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)
NORTHERN DISTRICT							
Northeastern region:							
Connecticut	9	$378,514	$97,321	.....	$375,700	$461,076	$1,312,611
Delaware, Maryland	8	513,712	.....	$4,505	387,853	787,236	1,693,306
Maine	5	158,130	40,001	.....	92,732	199,570	490,433
Massachusetts	19	926,915	201,575	.....	920,692	1,322,719	3,371,901
New Hampshire, Vermont	4	1,377	14,538	.....	28,726	128,627	173,268
New Jersey	5	479,541	.....	.....	2,250,308	628,876	3,358,725
New York	37	2,957,552	1,939	29,843	3,562,460	3,449,331	10,001,125
Pennsylvania	31	1,466,057	22,684	75,828	2,334,539	2,337,245	6,236,353
Rhode Island	3	270,896	60,385	.....	134,651	256,406	722,338
District of Columbia	4	360,480	3,642	.....	365,786	503,092	1,233,000
Total, Northeastern region	125	7,513,174	442,085	110,176	10,453,447	10,074,178	28,593,060
Great Lakes region:							
Illinois	28	1,231,538	11,498	900	3,058,186	2,217,899	6,520,021
Indiana	16	288,308	.....	1,798	506,475	886,666	1,683,247
Kentucky	6	394,926	.....	11,725	348,017	370,483	1,125,151
Michigan	17	980,084	67,607	.....	1,241,946	1,689,236	3,978,873
Ohio	23	2,738,996	.....	15,970	2,490,409	1,710,831	6,956,206
West Virginia	8	71,510	.....	.....	290,135	432,527	794,172
Wisconsin	12	208,436	.....	3,744	553,636	738,457	1,504,273
Total, Great Lakes region	110	5,913,798	79,105	34,137	8,488,804	8,046,099	22,561,943
Midwest region:							
Iowa	11	491,346	.....	4,323	883,349	602,084	1,981,102
Kansas	9	146,270	.....	.....	309,746	328,094	784,110
Minnesota	14	509,882	5,609	35,866	824,505	1,043,200	2,419,062
Missouri	17	1,047,727	.....	4,265	1,346,317	1,260,374	3,658,683
Nebraska	7	421,338	.....	.....	442,972	322,218	1,186,528
North Dakota, South Dakota	6	107,302	9,334	18,758	294,344	235,424	665,162
Total, Midwest region	64	2,723,865	14,943	63,212	4,101,233	3,791,394	10,694,647
Total, Northern District	299	16,150,837	536,133	207,525	23,043,484	21,911,671	61,849,650
SOUTHERN DISTRICT							
Southeastern region:							
Alabama	6	143,121	.....	754	164,326	349,532	657,733
Arkansas, Mississippi	6	129,195	884	11,335	135,984	195,883	473,281
Florida	11	380,905	.....	870	285,773	648,479	1,313,027
Georgia	9	291,580	.....	3,013	370,415	486,976	1,151,984
Louisiana	11	359,622	.....	33,984	416,250	575,556	1,385,412
North Carolina	11	219,666	.....	1,946	548,980	478,744	1,249,336
South Carolina	4	25,810	.....	.....	149,287	146,170	321,267
Tennessee	14	467,184	1,126	1,137	578,157	819,751	1,867,355
Virginia	11	308,909	.....	1,095	353,252	482,156	1,145,412
Total, Southeastern region	83	2,325,992	2,010	54,134	3,002,424	4,183,247	9,567,807
South Central region:							
Oklahoma	8	395,427	.....	196	383,317	488,939	1,267,879
Texas	30	839,291	113,986	129,867	1,270,015	1,737,750	4,090,909
Total, South Central region	38	1,234,718	113,986	130,063	1,653,332	2,226,689	5,358,788
Total, Southern District	121	3,560,710	115,996	184,197	4,655,756	6,409,936	14,926,595
WESTERN DISTRICT							
Mountain region:							
Arizona	4	61,198	2,216	70,955	28,576	198,972	361,917
Colorado	7	317,694	.....	7,956	273,531	487,347	1,086,528
Wyoming	.....	.....	.....	.....	.....	.....	.....
Idaho	5	9,071	.....	.....	55,436	143,250	207,757
Montana	4	28,447	.....	.....	104,329	188,587	321,363
Nevada, New Mexico	3	3,096	.....	.....	35,241	124,648	162,985
Utah	4	291,658	.....	900	221,123	298,210	811,891
Total, Mountain region	27	711,164	2,216	79,811	718,236	1,441,014	2,952,441
Pacific region:							
California	45	1,266,993	456,297	823	1,460,564	3,540,278	6,724,955
Oregon	10	310,044	16,062	.....	240,279	487,888	1,054,273
Washington	17	501,193	12,540	1,587	353,734	800,180	1,669,234
Total, Pacific region	72	2,078,230	484,899	2,410	2,054,577	4,828,346	9,448,462
Total, Western District	99	2,789,391	487,115	82,221	2,772,813	6,269,360	12,400,903
Total, United States	519	22,500,941	1,139,244	473,943	30,472,053	34,590,967	89,177,148

YANKEE TRADERS
Sponsor's 5,000 Dealers to Have Swapping Lists

H. P. HOODS & SONS, Charlestown, Mass. (ice cream), on Aug. 2 starts *The Original Yankee Swapper* on the CBS New England network, including WEEI, Boston; WPRO, Providence; WORC, Worcester; WMAS, Springfield, and WGAN, Portland. Program material is derived from the "Original Swapper" columns of *Yankee* Magazine, published in Dublin, N. H., and will feature guest appearances of swappers. WEEI will originate the program.

Listeners may obtain free swap lists at any of the 5,000 Hood Ice Cream dealers in New England. The lists also advise listeners how they may participate in the program and appear on the air. In addition to trading back and forth between themselves, participants may swap articles with the Original Yankee Swapper himself, who plans to start by swapping an inexpensive item on the first program and "swap all the way up to a yacht", making one trade a week. Agency is Harold Cabot & Co., Boston.

Drene on NBC-Red

PROCTER & GAMBLE Co., Cincinnati, has contracted for the 7-7:30 p.m. (CST) period Saturdays on NBC-Red for a program to begin this fall in behalf of Drene. Starting date and show itself have not been definitely set. H. W. Kastor & Sons, Chicago, placed the contract, which runs through June, 1941.

LEE NASH, formerly news editor of KGVO, Missoula, Mont., won one of four nominations to the State legislature in the July 16 Democratic primary.

U. S. Lines Schedule

UNITED STATES Lines, San Francisco and New York, conducted a two-weeks spot announcement campaign in latter July over seven Pacific Coast stations (KIRO, KALE, KFRC, KPO, KFBK, KMJ, KHJ) to call attention to the two additional palatial liners put on the New York-San Francisco run—the *Manhattan* and the *Washington*. One-hundred-word live spot announcements were used on the stations, averaging one a day and varying from day to night. Account was placed through J. Walter Thompson Co., San Francisco.

PHILADELPHIA GARDENS, sport center has placed its account with John B. Geraghty Adv. Agency, Philadelphia, and will use local radio.

Regions and States: FCC Report Covering 705 Stations

Deductions from the Sale of Station Time		Revenues from Incidental Broadcast Activities									
		Talent									
Payments to Networks and Stations (from Sale of Time)	Commissions to Regularly Established Agencies, Representative, Broker, and Others	Sales	Commissions, Fees, and Profits from Obtaining or Placing Talent	Sunday Broadcast Revenue	Total Broadcast Revenue	Total Broadcast Expenses	Broadcast Service Income	No. of Stations	Total Broadcast Revenues	Total Broadcast Expenses	Broadcast Service Income
(9)	(10)	(11)	(12)	(13)	(14)	(15)	(16)	(17)	(18)	(19)	(20)
.....	$113,934	$33,670	$2,134	$23,176	$1,257,657	$1,142,811	$114,846	9	$1,257,657	$1,142,811	$114,846
.....	202,357	27,966	.....	23,369	1,542,284	1,033,632	508,652	9	1,565,168	1,047,116	518,052
.....	25,797	2,190	3,232	12,583	482,641	371,091	111,550	7	515,537	407,746	107,791
$1,348	280,589	37,850	6,778	66,927	3,201,519	2,709,548	491,971	20	3,203,734	2,712,812	490,922
19	6,695	3,292	.....	10,818	180,664	160,833	19,831	8	247,824	246,506	1,318
237,202	545,588	323,189	48,319	192,799	3,140,242	2,311,574	828,668	10	3,224,278	2,406,300	817,978
68,544	865,038	376,812	4,338	213,569	9,662,262	7,802,175	1,860,087	44	9,724,885	7,882,058	1,842,827
25,386	565,888	94,816	12,875	182,937	5,935,707	4,185,305	1,750,402	36	6,027,742	4,285,864	1,741,878
.....	63,885	280	45	4,915	663,693	459,124	204,569	3	663,693	459,124	204,569
.....	140,493	21,610	1	6,424	1,120,542	978,757	141,785	4	1,120,542	978,757	141,785
332,499	2,810,264	921,675	77,722	737,517	27,187,211	21,154,850	6,032,361	150	27,551,060	21,569,094	5,981,966
4,742	564,549	618,976	1,390	140,127	6,711,223	5,475,532	1,235,691	31	6,762,398	5,546,967	1,215,431
55	99,951	23,813	60	36,124	1,643,238	1,394,000	249,238	18	1,662,387	1,411,298	251,089
3,535	100,290	47,318	.....	31,063	1,099,707	795,187	304,520	6	1,099,707	795,187	304,520
85,440	482,969	524,290	.....	93,590	4,028,344	3,179,298	849,046	19	4,102,011	3,241,959	860,052
115,607	577,202	472,163	1,761	56,723	6,794,044	4,998,664	1,795,380	26	6,843,375	5,055,943	1,787,432
.....	77,736	31,324	20	47,336	795,116	645,733	149,383	9	812,841	664,456	148,385
.....	141,365	51,943	.....	35,279	1,450,130	1,238,594	211,536	18	1,510,832	1,309,538	201,294
209,379	2,044,062	1,769,827	3,231	440,242	22,521,802	17,727,008	4,794,794	127	22,793,551	18,025,348	4,768,203
.....	213,630	103,253	.....	66,076	1,936,801	1,519,993	416,808	12	1,451,599	1,538,430	413,169
18,726	62,894	33,672	.....	19,457	755,619	702,298	53,321	15	861,981	820,474	41,507
36,570	216,116	82,731	14,968	43,829	2,307,904	1,766,059	541,845	16	2,335,761	1,800,214	535,547
1,284	320,522	321,620	1,056	99,417	3,758,970	3,023,397	735,573	20	3,799,677	3,071,873	727,804
3,482	117,643	42,222	.....	30,029	1,137,654	949,887	187,767	10	1,191,183	1,008,868	182,315
1,509	83,442	6,689	183	3,023	590,106	515,655	74,451	14	690,779	635,587	55,192
61,571	1,014,247	590,187	16,207	261,831	10,487,054	8,477,289	2,009,765	87	10,330,980	8,875,446	1,455,534
603,449	5,868,573	3,281,689	97,160	1,439,590	60,196,067	47,359,147	12,836,920	364	60,675,591	48,469,888	12,205,703
360	42,081	28,249	.....	21,216	664,757	490,977	173,780	15	797,927	612,930	184,997
2,802	33,741	14,806	.....	17,994	469,538	351,371	118,167	19	640,538	535,481	105,057
15,000	48,832	3,276	934	16,875	1,273,280	942,070	331,210	19	1,351,679	1,055,753	295,926
5,200	135,988	9,402	.....	12,009	1,032,207	752,437	279,770	15	1,108,928	827,398	281,530
15,090	118,385	27,652	1,131	10,836	1,291,556	1,017,132	274,424	13	1,326,141	1,043,912	282,229
1,263	105,315	55,089	1,922	25,556	1,225,325	958,363	266,962	19	1,357,149	1,080,977	276,172
.....	21,133	18,515	.....	3,201	321,850	289,680	32,170	7	363,231	337,863	25,368
7,087	125,150	53,172	7,458	23,074	1,818,822	1,494,869	323,953	14	1,818,822	1,494,869	323,953
1,374	82,462	25,715	360	93,283	1,180,934	971,352	209,582	12	1,186,446	976,781	209,665
48,176	713,087	235,876	11,805	224,044	9,278,269	7,268,251	2,010,018	133	9,950,861	7,965,964	1,984,897
17,569	106,045	39,842	388	36,844	1,221,339	1,003,461	217,878	15	1,331,370	1,132,242	199,128
26,221	418,965	121,771	284	109,667	3,877,445	2,861,966	1,015,479	48	4,174,366	3,189,141	985,225
43,790	525,010	161,613	672	146,511	5,098,784	3,865,427	1,233,357	63	5,505,736	4,321,383	1,184,353
91,966	1,238,097	397,489	12,477	370,555	14,377,053	11,133,678	3,243,375	196	15,456,597	12,287,347	3,169,250
20,618	14,911	12,568	.....	19,880	358,836	328,076	30,760	8	415,960	368,355	47,605
3,858	98,866	41,977	545	29,847	1,056,173	965,548	90,625	13	1,111,655	1,026,189	85,466
.....	.....	.....	.....	.....	.....	.....	.....	3	65,413	57,432	7,981
.....	8,674	.....	.....	1,829	200,912	182,776	18,136	6	222,372	203,920	18,452
.....	13,355	2,003	.....	36,202	347,123	294,710	52,413	8	408,381	345,964	62,417
.....	8,136	566	.....	21,764	177,179	167,722	9,457	9	259,017	247,575	11,442
100	67,850	4,982	.....	17,070	765,993	658,855	107,138	8	815,532	705,925	109,607
24,576	211,792	63,006	545	126,592	2,906,216	2,597,687	308,529	55	3,298,330	2,955,360	342,970
22,965	645,251	615,423	80	256,154	6,928,396	5,535,924	1,392,472	51	7,029,388	5,642,040	1,387,348
.....	59,195	42,203	.....	41,263	1,078,544	778,378	300,166	16	1,160,568	870,175	290,393
603	104,547	124,409	.....	91,070	1,779,563	1,469,381	310,182	23	1,870,172	1,559,120	311,052
23,568	808,993	782,035	80	388,487	9,786,503	7,783,683	2,002,820	90	10,060,128	8,071,335	1,988,793
48,144	1,020,785	845,041	625	515,079	12,692,719	10,381,370	2,311,349	145	13,358,458	11,026,695	2,331,763
743,559	8,127,455	4,524,219	110,262	2,325,224	87,265,839	68,874,195	18,391,644	705	89,490,646	71,783,930	18,206,716

FCC Quorum Order

ROUTINE amendment of its new administrative order (No. 3), whereby less than a quorum of the FCC can function, was announced July 27. The order authorizes less than four members of the Commission to function as a board on all save those matters specifically reversed for the Commission en banc, with the proviso that any party affected by such orders or decisions of the board may file a petition for rehearing by the Commission, which must be passed upon by the Commission.

Sports for Ladies

A SPORTS program for women, with a woman sports commentator in charge, will be started Aug. 5 on WMCA, New York. Titled *In This Corner—The Ladies*, the program will be broadcast from 4 to 4:15 each afternoon, Monday through Friday, featuring Alice Brewer, former columnist of the *Boston American* who has been heard in several series on the Yankee Network.

While Show Went On

MYRON DUTTON and Ben Gage, Hollywood director and announcer respectively of the NBC program, *Our Half-Hour*, also are linked as tenants of a hillside home. Five minutes before going on the air with a recent program, they were informed their house was on fire. Exigencies of radio precluded any mad rush to the scene to remove belongings, so nervously they endured the full program and dashed to the scene immediately after sign-off. They arrived as the last fire truck drove away. Damage, as assessed by a much relieved Gage, consisted of one large hole in the roof, a smoke-blackened bedroom, and a pair of shoes slightly charred. The bedroom and shoes belong to Dutton.

DR. GEORGE W. YOUNG, owner and manager of WDGY, Minneapolis, recently sold one of his airplanes to the Canadian Government for use by the Canadian Air Corps in England. The plane, a Stinson 105, has complete aerial and radio equipment and was used formerly for relay broadcasting on WDGY. Dr. Young, commissioner of the Minnesota Aeronautical Assn., has been flying for 17 years.

NEHI Corp., Columbus, Ga. (Royal Crown Cola), on Sept. 13 will return *Believe It or Not* with Robert L. Ripley, to an undetermined CBS network for a Friday evening half-hour which is also not settled as yet. Agency is BBDO, New York.

ACTIONS OF THE FEDERAL COMMUNICATIONS COMMISSION

JULY 13 TO JULY 29, INCLUSIVE

Decisions . . .

JULY 16

KWFC, Hot Springs, Ark.—Granted license new station 1310 kc 100-250 w unl.

WPIT, Baltimore—Granted temp. auth. operate 35 kw to 8-30-40.

JULY 17

W2XBS, NBC, New York—Granted Television Channel No. 1 and 12, 15 kw.

W6XAO, Don Lee, Los Angeles—Granted Television Channel No. 1, 100, 150 watts.

NEW, Don Lee, San Francisco—Confirmed tentative approval of CP, television.

WIBW, Topeka—Granted CP increase to 5 kw, directional N.

WCHS, Charleston, W. Va.—Granted CP increase N 500 k to 5 kw.

WDBO, Orlando, Fla.—Granted CP increase N to 5 kw directional.

KPHO, Phoenix, Ariz.—Granted mod. CP increase to 250 w.

WFBG, Altoona—Granted CP new trans., increase to 250 w.

NEW, Riverside Bcstg. Co., Riverside, Cal.—Granted CP Class IV 1420 kc 250 w unl.

WLPM, Suffolk, Va.—Granted mod. license N to 250 w.

WJSV, Washington—Granted mod. license to change daytime directional pattern.

NEW, Marion Bcstg. Co., Marion, O.—Granted CP 1500 kc 250 w unl.

WGAN, Portland, Me.—Granted CP new trans., change 640 to 560 kc 5 kw unl.

WPTF, Raleigh, N. C.—Granted amended applic. increase to 50 kw, new trans., directional N 680 kc.

WLAW, Lawrence, Mass.—Granted CP new trans., directional N, increase to 5 kw unl. 680 kc.

MISCELLANEOUS—KSAM, Huntsville, Tex., oral argument set for 8-1-40 on proposed findings re revocation of license; WCMI, Ashland, Ky., granted mod. CP new antenna to change trans.; KLZ, Denver, granted license install directional, increase to 5 kw unl.; WBAB, Atlantic City, denied rehearing in issuance of CP to Neptune Bcstg. Corp. for new station at Atlantic City; NEW, Mollin Investment Co., Riverside, Cal., applic. CP 1390 kc 500 w D; WJHL, Johnson City, Tenn., granted petition to reconsider and grant without hearing applic. WJHL change from 1200 kc 250 w unl. to 880 kc 1 kw unl., directional N; NEW, N. J. Bcstg. Co., Paterson, N. J., granted petition to reconsider action 6-11-40 setting for hearing applic. 900 kc 1 kw D; NEW, Sentinel Bcstg. Corp., Salina, N. Y., granted CP 620 kc 1 kw unl.; WTMJ, Milwaukee, granted CP increase to 5 kw directional N; WROL, Knoxville, granted petition to reconsider and grant CP new trans., directional N, change to 620 kc. increase to 500 w 1 kw D unl.; WHJB, Greensburg, Pa., redesignated for hearing applic. change to 1 kw unl., directional N; WBAB, Atlantic City, denied rehearing on applic. Neptune Bcstg. Corp. new station in Atlantic City.

JULY 18

W1XTG, Holden, Mass.—Granted license 43.4 mc 1 kw experimental.

KFRU, Columbia, Mo.—Granted mod. CP new trans., antenna, change freq., decrease power re trans. site, antenna, new trans.

WEOA, Evansville, Ind.—Granted license change trans.

WSGN, Birmingham — Granted license 1310 kc 250 w unl.

WLAP, Lexington, Ky.—Granted CP move trans., new antenna.

JULY 19

NEW, Allen B. DuMont Labs., Washington—Confirmed approval Television Channel No. 1, 1 kw.

NEW, Harold Thomas, Bridgeport, Conn.—Granted CP 1420 kc 250 w unl.

KYOS, Merced, Cal.—Granted motion accept amendment applic. CP to 1340 kc 500 w 1 kw unl.

WPAY, Portsmouth, O.—Granted continuance hearing on applic. transfer control to 9-9-40.

WBHP; Huntsville Times Co., Huntsville, Ala.—WBHP granted license renewal; Huntsville Times Co. applic. set for hearing, Class IV 1200 kc 250 w unl.

KVOS, Bellingham Bcstg. Co., Bellingham, Wash.—Adopted as final proposed findings of fact and conclusions with amendment of 5-29-40, denying Bellingham Bcstg. Co., applic. CP new station and granting renewal of KVOS license.

WCBT, Roanoke Rapids, N. C.—Granted mod. CP new station 1200 kc 250 w unl. re trans., studio site etc.

KLUF, Galveston, Tex.—Granted CP new trans.

WTHT, Hartford—Granted license new trans., increase power.

WMFD, Wilmington, N. C.—Granted license increase power etc.

JULY 20

WCPO, Cincinnati—Denied petition for hearing or rehearing of grant to WCOL of license authorizing WCOL to operate 1200 kc 250 w unl.

NEW, North Jersey Bcstg. Co., Paterson, N. J.—Cancelled hearing on applic. and granted CP new station.

JULY 25

NEW, Roanoke Bcstg. Corp., Roanoke, Va.—Granted CP 1500 kc 250 w unl.

NEW, Twin States Bcstg. Co., Augusta, Ga.—Granted CP 1210 kc 250 w unl. IV.

KGKO, Fort Worth — Granted auth. transfer control in trust for A. H. Belo Corp.

John Shepard 3d, et al—Granted auth. transfer control of Winter St. Corp. (parent of Yankee Network) to John Shepard 3d. and George R. Blodgett, trustees of John Shepard 3d and Robert F. Shepard trusts.

KBST, Big Spring, Tex.—Granted consent transfer control to Howard Barrett, Bonnie Davis, Houston Harte and M. B. Hanks.

WNAC, Boston—Granted mod. CP increase to 5 kw.

WKAQ, San Juan, P. R.—Granted CP change to 620 kc 5 kw, new trans., change antenna.

NEW, Purdue U, W. Lafayette, Ind.—Granted CP television 750 w No. 3.

NEW, State U of Iowa, Iowa City—Granted CP television 100 w No. 1 and 12.

NEW, WCAU Bcstg. Co., Philadelphia—Granted CP television 1 kw No. 5.

MISCELLANEOUS — WGAN, Portland, Me., granted temp. auth. change antenna, use 560 kc 500 w directional to obtain relief from Canadian interference; NEW, Ben J. Sallaws, Alliance, Neb., denied as in default applic. CP 1210 kc 100-250 w unl.; Edge & Korsmeyer, Jacksonville, Walton and Bellatti, Ill., NEW, Walton & Bellatti, and Stephenson, Edge & Korsmeyer, Jacksonville, Ill., motion to consolidate and continue hearing to 9-4-40 granted (both seek CP 1150 kc 250 w D; KEUB, Price, Utah, granted license increase power etc.; KADA, Ada, Okla., granted license increase to 250 w; KOIN, Portland, Ore., granted license increase to 5 kw N & D; WJHP, Jacksonville, granted license new station 1290 kc 250 w unl.; KUTA, Salt Lake City, denied rehearing re applic. KVI increase power; WTNJ, Trenton, and Trent Bcstg. Co., Trenton, set for hearing WTNJ applic. renewal license and Trent Bcstg. Corp. applic. CP 1230 kc 1 kw unl. directional; KTBC, Austin, Tex., and KGFI, Brownsville, Tex., granted temporary renewal licenses.

JULY 26

NEW, Riverside Bcstg. Co., Riverside, Cal.—Reconsidered action of 7-16-40 granting CP 1420 kc 250 w unl. and set application for simultaneous hearing with Bcstg. Corp. of America and Mollin Investment Co., of Riverside, and KYOS, Merced, Cal.

JULY 29

KSAM, Huntsville, Tex.—Oral argument re revocation of license set for 8-1-40.

Applications . . .

JULY 13

NEW, Central Willamette Bcstg. Co., Albany, Ore.—CP 1210 kc 250 w unl. IV (correction).

NEW, William H. Rines, Portland, Me.—CP 550 kc 1-5 kw unl. directional III-B.

WNBI, Bound Brook, N. J.—Modif. temp. auth. 11.82 mc in addition to present frequencies, to 11.89 kc.

WLAV, Grand Rapids—Mod. CP new station re antenna, trans., studio sites.

NEW, J. Leslie Doss, Bessemer, Ala.—CP 1440 kc 250 w unl., amended to 1370 kc.

NEW, General Bcstg. Inc., Miami—CP 1330 or 1360 kc when treaty is operative, 500 w-1 kw unl., amended to 920 kc 5 kw directional.

WCBI, Columbus, Miss.—Mod. CP re antenna, trans. site.

WEAU, Eau Claire, Wis.—Mod. license to 900 kc 5 kw unl., amended to show that 900 kc is asked after treaty is operative.

KGGM, Albuquerque, N. M..—CP new trans., change to 590 kc 5 kw unl. directional N.

KVSF, Albuquerque, N. M.—CP new trans., antenna, change to 1230 kc 1 kw, contingent granting of KGGM applic.

JULY 16

WSAY, Rochester—CP move trans., change to 1340 kc 1 kw directional III-B.

WOKO, Albany, N. Y.—CP new trans., change antenna, increase to 500 w 5 kw III.

NEW, Radio Corp. of Annapolis, Annapolis, Md.—CP 1310 kc 100 w unl. IV, amended to ask WINX facilities.

WDSU, New Orleans—CP new trans., increase to 5 kw unl. directional III-A.

WMFD, Wilmington, N. C.—License new trans., increase power etc.

WPTF, Raleigh, N. C.—CP new trans., increase to 50 kw unl. directional N, amended to omit move of transmitter, changes in directional for night use only, and ask Class II.

KXYZ, KIIS, Houston—Transfer control to M. Tilford Jones.

WLOF, Orlando, Fla.—Mod. CP for new trans.

KFOR, Lincoln, Neb.—Mod. CP move trans., change antenna, increase to 250 w unl.

NEW, Star-Times Pub. Co., St. Louis—CP 43.1 kc.

KRSC, Seattle—Transfer control to Pal-

JULY 17

WBAB, Atlantic City—CP change equip.

NEW, Worcester Bcstg. Co., Worcester, mer K. Leberman.

KFBB, Great Falls, Mont.—CP increse to 5 kw N & D directional N III-A.

Mass.—CP 1200 kc 250 w unl. IV.

NEW, Camden Bcstg. Co., Camden, N. J.—CP 800 kc 500 w D.

W1XG, Boston—Mod. license to 44-50 mc., amended to 50-56 kc.

WKBO, Harrisburg, Pa.—Mod. license to 250 w N & D.

NEW, James F. Hopkins Inc., Detroit—CP 46.5 mc.

NEW, Grenco Inc., Greenwood, S. C.—CP 1420 kc 100 w D IV.

WJHP, Jacksonville, Fla.—License change studio location.

KADA, Ada, Okla. — License change equip., increase to 250 w.

NEW, Rose City Bcstg. Co., Tyler, Tex.—CP 1370 kc 250 w unl.

KWK, St. Louis—CP change to 630 kc 5 kw N & D, facilities KFRU, WGBF, amended to 680 kc 50 kw directional, omit request for WGBF, KFRU facilities.

NEW, Brainerd-Bemidji Bcstg. Co., Brainerd, Minn.—CP 1230 kc 500 w 1 kw unl. III-B.

KHAS, Hastings, Neb.—Mod. CP re trans., antenna.

KEUB, Price, Utah—License change equip., increase power.

KENO, Las Vegas, Nev.—Mod. CP new station to 250 w unl.

KOIN, Portland, Ore.—License increase power etc.

KTFI, Twin Falls, Id.—CP reinstatement CP new equip. etc.

JULY 19

NEW, Marcus Loew Booking Agency, New York—CP 43.5 kc.

NEW, Baton Rouge Bcstg. Co., Baton Rouge, La.—CP 44.1 kc.

JULY 22

WFEA, Manchester, N. H.—CP new trans., increase to 5 kw N & D directional N., amended to directional N & D.

NEW, Nueces Bcstg. Co., Corpus Christi, Tex.—CP 1500 kc 250 w unl.

WTSP, St. Petersburg, Fla.—CP new trans., change to 1350 kc 500 w 1 kw D III-B.

JULY 25

WSB, Atlanta—Transfer of control to James M. Cox.

KDTH, Dubuque, Ia.—Mod. CP as mod. new station to increase to 1 kw unl. directional N.

WHUB, Cookeville, Tenn.—Granted license new station.

JULY 26

NEW, Butler Bcstg. Corp., Hamilton, O.—CP 1420 kc, 250 w unl. IV.

WAGA, Atlanta, Ga.—CP change to 590 kc 1-5 kw new equip., directional N.

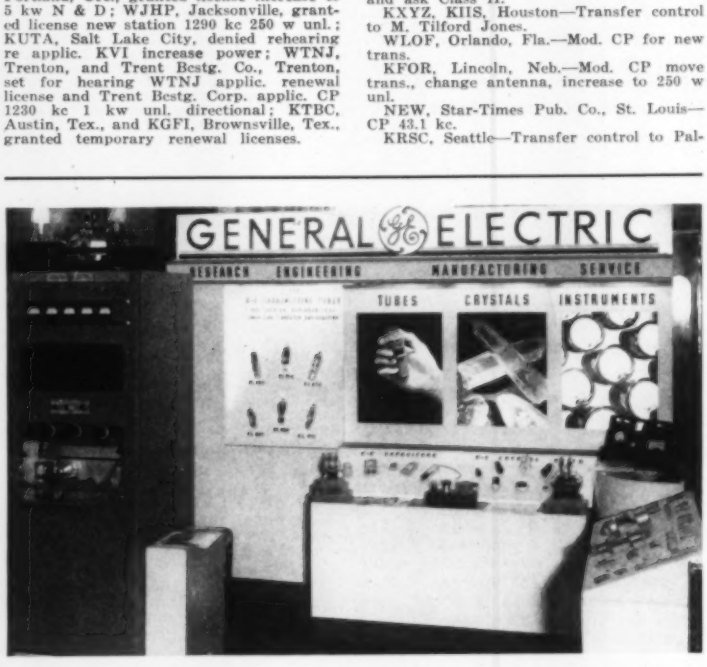
WAIM, Anderson, S. C.—CP new trans., increase to 250 w, new antenna.

KVAK, Atchison, Kan.—Voluntary assignment license to W. H. Reitz.

NEW, Moody Bible Institute, Chicago—CP 43.9 mc.

NEW, WGN Inc., Chicago—CP 44.3 mc.

NEW, Edward E. Reeder, Seattle—CP 1420 kc 250 w unl., IV., asks 1450 under Havana treaty.



THAT STREAMLINED contraption on the left is not a new General Electric refrigerator, but the new 250-watt FM broadcast transmitter manufactured by GE. It was exhibited at the recent convention of the Institute of Radio Engineers in Boston, along with other GE broadcast innovations and proved to be the only transmitter on display.

Defense Reports

PLANS whereby the National Defense Advisory Commission will make periodic reports to the nation via the networks tentatively have been worked out, with the first such program probably to be carried over the combined networks within a fortnight. Both William S. Knudsen and Edward R. Stettinius Jr., senior members of the Commission, are expected to participate in delivering the first "progress report," answering questions most generally asked regarding its activities. Presumably other members of the seven-man Commission would be given network time as and when they had definite reports to make. Arrangements, it is understood, are being worked out by the networks with Robert Horton, public relations director of the Commission.

Network Accounts

All time EDST unless otherwise indicated.

New Business

BAYER Co., New York (aspirin), on July 21 started *American Album of Familiar Music* on Canadian Broadcasting Corp. national network, Sun., 9:30-10 p.m. Agency: Blackett-Sample-Hummert, N. Y.

LAMONT, CORLISS & Co., Toronto (Pond's Cream) on Oct. 8 starts *Those We Love* on 32 Canadian Broadcasting Corp. stations, Tues., 8-8:30 p.m. Agency: J. Walter Thompson Co., Ltd., Toronto.

THOMAS J. LIPTON Ltd., Toronto (tea), on Oct. 6 starts *Tea Musicale* on 32 Canadian Broadcasting Corp. stations, Sun., 5-5:30 p.m. Agency: Vickers & Benson, Ltd., Toronto.

SUNNYVALE PACKING Co., San Francisco (Rancho Soups), has started participations in *Bess Bye, the Market Scout* for 52 weeks on 31 Don Lee stations, Mon., Wed., Fri., 8:40-8:45 a.m. (PST). Agency: Lord & Thomas, San Srancisco.

F. G. VOGT & SONS, Philadelphia (scrapple), on Sept. 15 starts for 26 weeks *Olevio Santoro*, yodeler, on 11 NBC-Blue stations, Sun., 5:15-5:30 p.m. Agency: Clements Co., Philadelphia.

PETER PAUL Inc., Naugatuck, Conn. (candy), on Aug. 12 starts *Bud Barton* for 52 weeks on 51 NBC-Blue stations, Mon., Wed., Fri., 5:45-6 p.m. (repeat, 8:30-8:45 p.m.). Agency: Platt-Forbes, N. Y.

LANGENDORF United Bakeries, San Francisco (bread and cake), on July 22 started for 52 weeks *News by Hughes* on 6 CBS West Coast stations (KNX KSFO KARM KROY KIRO KVI), Mon. thru Fri. 1:30-1:45 p.m. (PST). Agency: Leon Livingston Adv., San Francisco.

PROCTER & GAMBLE Co., Cincinnati (Ivory soap), on Aug. 17 starts *Truth & Consequences* on 33 NBC-Red stations, Sat., 10:30-11 p.m. Agency: Compton Adv., N. Y.

LUTHERAN LAYMEN's League, St. Louis, on Oct. 27 resumes *The Lutheran Hour* on 112 MBS stations, Sun., 1:30-2 p.m. (EST), repeat 4:30-5 p.m. Agency: Kelly, Stuhlman & Zahrndt, St. Louis.

SKELLY OIL Co., Kansas City, on July 29 starts new commentaries by Capt. E. D. Herne on 12 NBC-Red stations in the Midwest, Mon. thru Fri., 8:45-9 p.m. (repeat 9-9:15 p.m.), for 20 weeks. Agency: Henri, Hurst & McDonald, Chicago.

Renewal Accounts

MODERN FOOD PROCESS Co., Philadelphia (Thrivo dog food), on Sept. 15 renews *The Moylan Sisters* on 11 NBC-Blue stations, Sun., 5-5:15 p.m. Agency: Clements Co., Philadelphia.

COLGATE-PALMOLIVE-PEET Co., Jersey City, N. J. (shaving cream), on July 25 renewed for 52 weeks *Strange As It Seems* on 56 CBS stations, Thurs., 8:30-8:55 p.m. Agency: Benton & Bowles, N. Y.

STERLING PRODUCTS Corp., New York (Bayer Aspirin), on July 30 renewed for 52 weeks *Second Husband* on 55 CBS stations, Tues., 7:30-8 p.m. Agency: Blackett-Sample-Hummert, N. Y.

COLONIAL DAMES Inc., Hollywood (cosmetics), on July 19 renewed for 13 weeks *The Beauty Explorer* on 7 CBS Pacific stations, Fri., 8:55-9 p.m. Agency: Glasser Adv. Agency, Los Angeles.

WELCH GRAPE JUICE Co., Westfield, N. Y., on Aug. 11 renews for 52 weeks *Irene Rich* on 39 NBC-Blue stations, Sun., 9:30-9:45 p.m. Agency: H. W. Kastor & Sons, Chicago.

T. H. ESTABROOKS Co., St. John, N.B. (Red Rose tea) on Sept. 9 renews till Dec. 6 *Affairs de Becassine* on CKAC, Montreal; CHRC, Quebec; CHLT, Sherbrooke, Que.; Mon. and Fri. 6.15-6.30 p.m. Agency: A. McKim Ltd., Montreal.

LEVER BROS., Ltd., Toronto (Lux soap) on Sept. 9 renews *Lux Radio Theatre* on 30 Canadian Broadcasting Corp. stations plus CFRB, Toronto, and CKAC, Montreal, Mon., 9-10 p.m. Agency: J. Walter Thompson Co., Ltd., Toronto.

STANDARD BRANDS, Ltd., Toronto (Tenderleaf Tea) on Oct. 6 renews *One Man's Family* on 32 Canadian Broadcasting Corp. stations, Sun., 8:30-9 p.m. Agency: J. Walter Thompson Co. Ltd., Toronto.

STANDARD BRANDS Ltd., Toronto (Chase & Sanborn Coffee), on Sept. 1 renews *Charlie McCarthy & Edgar Bergen* on 32 Canadian Broadcasting Corp. stations, Sun., 8-8:30 p.m. Agency: J. Walter Thompson Co. Ltd., Toronto.

WELCH GRAPE JUICE Co., Westfield, N. Y., on Aug. 11 renews *Irene Rich* on 47 NBC-Blue stations, Sundays, 8:30-8:45 p.m. CDST, repeated for NBC-Red stations in Mountain and Pacific Coast areas from 10:15-10:30 p.m., for 52 weeks. Agency: H. W. Kastor & Sons, Chicago.

RICHFIELD OIL Co., Los Angeles, on Aug. 11 renews for 52 weeks *Richfield Reporter* on 6 NBC-Pacific Red stations, Sun. thru Fri. 10-10:15 p.m. (PST). Agency: Hixson-O'Donnell Adv., Los Angeles.

SPERRY FLOUR Co., San Francisco (waffle and pancake flour), on Aug. 11 renews for 52 weeks, *Sperry News* with Sam Hayes, on 6 NBC-Pacfiic Red stations, Mon. thru Sat., 7:45-8 a.m. (PST). Agency: Westco Adv. Co., San Francisco.

P & G Serial Returns

PROCTER & GAMBLE, Cincinnati (Teel), on Sept. 2 will return its *Those We Love*, weekly half-hour dramatic show, to 59 CBS stations Mondays 8-8:30 p.m. (EDST), and 11 outlets for a repeat show for Mountain and West Coast regions at midnight. The cast will remain the same as last year, with leading roles handled by Nan Gray, Richard Cromwell, Almer Kruger, Virginia Sale, Oscar O'Shay, Helen Wood and Donald Woods. Broadcasts will originate in Hollywood. H. W. Kastor & Sons, Chicago, handles the account.

Network Changes

BRISTOL-MYERS Co., New York (Ipana-Sal Hepatica), on July 31 shifted origin of *Abbott & Costello* from New York to Hollywood on 54 NBC-Red stations, Wed., 9-9:30 p.m. Agency: Young & Rubicam, N. Y.

R. J. REYNOLDS TOBACCO Co., Winston-Salem, N. C. (Prince Albert tobacco), on July 20 added 8 NBC-Red stations to *Grand Ole Opry*, making a total of 35 split NBC-Red stations, Sat., 10:30-11 p.m. Agency: Wm. Esty & Co., N. Y.

CUMMER PRODUCTS Co., Bedford, Ohio (Energine), on July 24 replaced *What Would You Have Done?* with *Manhattan at Midnight* on 43 NBC-Blue stations, Wed. 8:30-9 p.m. (repeat 11:30-midnight). Agency: Young & Rubicam, N. Y.

ARMAND Co., Des Moines (cosmetics), has appointed Russell M. Seeds Co., Chicago, to handle all its advertising, Ivan Hill is account executive. Fall plans include radio, newspapers and magazines.

ALBERT Labs., Chicago (Respirine, cold remedy; Ban Asma, asthma remedy), has appointed First United Broadcasters as its agency, with Hugh Rager as account executive. A spot radio campaign is planned this fall.

Jack W. Laemmar Joins Lord & Thomas, Chicago

JACK W. LAEMMAR, for 3½ years assistant time-buyer and member of the research staff of Blackett-Sample-Hummert, Chicago, on Aug. 1 was appointed time-buyer and head of the radio department of Lord & Thomas, Chicago. While at BSH, Mr. Laemmar was responsible for working out some important methods for station rate structures and coverage computations. The NAB has on its agenda at the current convention a discussion of his conclusions.

Mr. Laemmar

Previous to joining BSH, Mr. Laemmar was with the Lord & Thomas research department. He is a 1932 graduate of Loyola U of Chicago and did post-graduate work at Northwestern U.

Holly Shively, formerly time-buyer in charge of radio for Lord & Thomas, has joined the executive staff of the copy department of that organization. James Whipple remains in charge of production.

'True Story' on MBS

MACFADDEN Publications, New York, on July 31 started a new daytime dramatic program, *I'll Never Forget*, on a 75-station MBS network, Monday, Wednesday, Friday, 1-1:15 p.m. Program features dramatizations of prize-winning letters published in the "I'll Never Forget" column of *True Story* Magazine, which it advertises. Pat Barnes, master of ceremonies, and Frank Luther, tenor, are featured on the broadcasts.

Crystal Specialists Since 1925

ATTENTION

BROADCASTERS SUBJECT TO FREQUENCY RE-ALLOCATION

We are at your service to —

1. REGRIND your present crystal to higher new frequency $17.50
2. NEW CRYSTAL (less holder) $22.50
3. NEW CRYSTAL fully mounted .. $30.00

LOW DRIFT - APPROVED BY FCC

Scientific
RADIO SERVICE
124 Jackson Ave.
University Park, Md.

NEW HAND SET AIRCRAFT TYPE

. . . for mobile, pack transmitters, amateurs, aircraft, 2-way 'phone systems, etc. Dependable, long life, low price. Black Bakelite case with 6 ft. cord. Microphone and receiver terminated separately. Switch not available. Wt. complete only 7 oz., packed 1 lb. 75 ohms match line impedances; 2,000 ohms match plate circuit of output tube. Either resistance..... $10.00 LIST

UNIVERSAL MICROPHONE CO., Ltd.
Inglewood, Calif. U. S. A.

BLILEY ELECTRIC COMPANY
UNION STATION BUILDING ERIE, PA.

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Come and hear the best there is in FM.
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WFBL

SYRACUSE

NOW

5000 WATTS NIGHTS!

WFBL's increased power from 1000 to 5000 watts nights makes your advertising dollar *pull even harder* . . . reaches more people with greater force!

Measure WFBL's worth to you not only by programs and service, but by its coverage, as well. Remember it gives you the greatest coverage of any station in the Syracuse and Central New York area. Coverage that multiplies your present sales by a new and greater potential—5000 watts *both* day and night!

ONONDAGA RADIO BROADCASTING CORP.

Syracuse, New York

MEMBER BASIC NETWORK COLUMBIA BROADCASTING SYSTEM

National Representatives, Free & Peters, Inc.

WMEX

TRANSMITTER BUILDING COMPLETED

5000 WATTS

RCA EQUIPMENT DELIVERED

1470 KC.

WILL BE OUR NEW FREQUENCY

FULL TIME IN

BOSTON

ON THE AIR VERY SOON

Representatives

GEORGIA Broadcasting System, comprising WATL, Atlanta; WRBL, Columbus, and WGPC, Albany, has appointed International Radio Sales as national representatives.

WMEX, Boston, has appointed Joseph Hershey McGillvra as its national representative.

BURN-SMITH Co. has been appointed exclusive national representatives of the Southern Network, composed of WKRC, Cincinnati; WGRC, Louisville; WSIX, Nashville; WLAP, Lexington, Ky.; WCMI, Ashland, Ky. All stations are MBS affiliates.

WILLIAM G. RAMBEAU Co. has been appointed national representatives of WOV, New York; WORL, Boston; WELI, New Haven; WPEN, Philadelphia.

NORTH CENTRAL Broadcasting System announces the appointment of John Hatfield, formerly of Transamerican, as Chicago representative, with offices at 360 N. Michigan Ave.; telephone, State 9572.

WFBC, Greenville, S. C., has named Weed & Co. its representative, effective Aug. 1.

WHDH, Boston, has appointed George M. Watson Jr. as national sales representative. Mr. Watson was last connected with the advertising department of Lever Bros. He will take charge of WHDH's recently opened office at 366 Madison Ave., New York.

PAUL F. ADLER, Eastern manager of Sears & Ayer, New York representative firm, spent July in the business and professional men's group of the CMTC camp at Plattsburg, N. Y.

JOSEPH BLOOM, general manager of Forjoe & Co., New York, station representatives, in August will marry Paceli Diamond, well known soprano. Frank Daniels of the Forjoe sales staff recently married Phyllis Santomarco.

WILLIAM M. WILSON, formerly of the advertising departments of the *Washington Post*, *New York Times* and *Los Angeles Times*, has joined the sales staff of Wm. G. Rambeau Co., New York, station representative.

ANGUS D. MACKINTOSH, formerly of Dillon Read & Co., Pan-American Airways, Advertisers Recording Co., and WNEW, New York, has joined the sales staff of John Blair & Co., New York.

CFJC, Kamloops, B. C., has appointed All-Canada Radio Facilities, Toronto, as its exclusive representative in Eastern Canada.

CFRC, Kingston, Ont., has appointed James L. Alexander, Toronto, as exclusive representative.

O'Keefe Files Appeal

WALTER O'KEEFE, radio m.c., has filed an appeal in the appellate division, first department of the New York Supreme Court, following the dismissal June 14 by New York Supreme Court Justice John E. McGeehan of his breach of contract suit for $48,750 against Young & Rubicam and the Packard Motor Car Co. [BROADCASTING, July 1]. At that time Justice McGeehan ruled that business conditions beyond the sponsor's control caused cancellation of the Packard program starring O'Keefe, a possibility contemplated when the contract was signed.

THE FCC, through Commissioner Thompson, on July 25 denied as in default the application of Ben J. Sallows for a new local station in Alliance, Neb., on 1210 kc.

Video Grants

(*Continued from page 101*)

Commission said. The stations will make tests to determine the effect of different power supplies on reception and propagation characteristics, plus other studies.

NBC's New York station will be shifted to its new frequency in about two months, said the FCC, and will use 12,000 watts visual and 15,000 watts aural power. W6XAO uses 100 watts visual and 150 watts aural, while the new San Francisco outlet will use 1,000 watts both visual and aural.

Plans for Stations

The FCC said the DuMont stations will inquire into advantages of various types of film projectors, experiment with mobile pickup utilizing wire links and radio links, and will seek public cooperation on various types of program material. Coaxial cable will be used between Washington and New York for relay, with the Washington station to test the practicability of providing satisfactory service to Washington and Baltimore, separated by 35 miles.

The CBS station proposes to make studies of synchronizing pulses, comparative studies of different combinations of lines and frames, investigate the effect on allocations of using different polarizations in certain adjacent areas, and work with the public in testing reactions to program techniques.

RMA Sets Up Committee

Formation of the RMA committee, representative of all segments of the budding television industry, crops from the FCC's expressed desire to work with an industry group in the formulation of standards. This presumably must come before the FCC will pry the lid off experimental television and permit full commercial operation as opposed to the present rigidly experimental status. The RMA committee, after it devises what it regards as acceptable standards of transmission and reception, to which all of its members will agree will confer with the FCC in the hope of expediting the commercial authorization.

The FCC said that, in following through its promise of last May that it stands ready to confer with the television industry and otherwise assist in working out remaining problems, it is cooperating "in

THE FOREMAN CO.

WRIGLEY BLDG · Chicago

247 PARK AVE · New York

JIM YERIAN, promotion manager of WBNS, Columbus, holds a check for $10 awarded the station by Campbell-Mithun, Minneapolis, agency for Taystee bread, for the best merchandising stunt during June. Grabbing for the check and claiming a share are Bob Thomas (left), merchandising manager of the station, and Jerome Reeves (right), publicity director. Final decision was Solomon-style with the three lads cashing it and splitting the proceeds.

Johnson Wax to Start Disc Spots in September

S. C. JOHNSON & Co., Racine, Wis. (Wax-O-Namel, household paint), starting Sept. 3 will use 30 stations for five-weekly one-minute live announcements for an undetermined length of time. In addition, six-weekly quarter-hours featuring Standard Radio Library Service with Alexander McQueen as m.c. will start on WBBM, Chicago, Sept. 2, 8:30-8:45 a. m.

Stations selected for announcement schedule include WBRC KARK WJAX WIOD WFLA WSB WJBO KWKH WWJ KSTP WDAF KSD KOWH KTSA WIRE WHO KFH WBEN WBT WKRC WKY KVOO WJAS WTMA WDOD WNOX WSM WFAA KPRC. Sponsor is currently using *Meredith Willson's Musical Revue* on NBC-Red, Tues., 8:30-9 p. m. (CDST) in behalf of its Glo-Coat (floor polish) as a summer replacement for *Fibber McGee & Molly* who return in September. Needham, Louis & Brorby, Chicago, handles the account.

Change in KBST Control

THE Houston Harte - Bernard Hanks radio-newspaper interests on July 25 were authorized by the FCC to acquire control of KBST, Big Spring, Tex., where they publish the *Big Spring Herald*. Joe Galbraith, publisher of the newspaper, was authorized to sell 250 shares for $3,750, so that the stock setup now is Mr. Harte, 31.7%; Mr. Hanks, 31.7%; Mr. Galbraith, 16.8% Howard Barrett, station manager, 10%; Mrs. Bonnie Davis, Abilene, 10% (BROADCASTING, June 15).

Sweetheart's Spots

MANHATTAN SOAP Co., New York, is starting its spot campaign for Sweetheart soap during August and September on about six stations in different parts of the country, probably on a basis of eight times weekly. The company concludes its NBC-Red series with Mrs. Franklin Roosevelt July 25. Franklin Bruck Adv. Corp., New York, is in charge.

5 kw. ON FULLTIME IS GRANTED WNAC

WNAC, Boston, key station of the Yankee Network, on July 25 was given an increase in power from 1,000 watts night, and 5,000 watts day to 5,000 watts fulltime on 1230 kc., in an action taken by less than a quorum of the FCC under its recently-adopted administrative order. The action therefore is subject to later ratification.

Simultaneously, the FCC board approved transfer of control of the Winter St. Corp., parent company of the Yankee Network, from John Shepard Jr. to John Shepard 3d and George R. Blodgett, trustees of the John Shepard 3d and Robert F. Shepard trusts. Licenses of WAAB, WEAN, WICC, WNAC and six high-frequency stations are involved. The Commission's action in granting the transfer, it was stated, shall not be construed as an approval of any future transfer of control which may result from any change in the parties.

the organization" of the new committee to function under auspices of RMA. Membership of the committee, it is understood, was passed upon by the FCC.

The Commission added it recently paved the way for an increased number of television stations "with a view to crystallizing their experimentation with different systems into a uniform standard upon which commercialized visual broadcasting may be safely launched." It stated that previous television hearings had revealed "a serious conflict of engineering opinion" on standards.

FCC Statement

"Because of the inadequacy of the various suggested standards," the FCC announced, "the new group will explore existing television systems with a view to developing and formulating standards that will be acceptable to the industry as a whole in expediting establishment of a single well-founded national system — one which has promise of ultimately giving this country more television stations and receivers than all other nations combined, with resultant benefits to manufacturers, dealers, and broadcasters, as well as the public.

"This project, though sponsored by the Radio Manufacturers Assn. will operate independently and represent the majority opinion of the industry. Members will be appointed by James S. Knowles newly-elected president of the association, subject to the approval of that association's executive committee. However, membership will not be limited to the association; it will embrace representatives of companies broadly interested and experienced in the television field, also representatives of national technical organizations desirous of seeing television launched on a firm footing, as well as individual experts."

FCC Chairman James Lawrence Fly welcomed organization of the committee as affording "a splendid opportunity for the cooperation of industry and government in the solution of a problem which is of such timely concern to the public and to business."

THE PROVING GROUND

of a radio station is right in its own back yard! * * * The local merchants are in a position to appraise listener acceptance and advertising results.

RESULTS UP
BILLINGS UP
NEW ACCOUNTS UP
RENEWALS UP

Conclusion:

it logically follows that similar results will be obtained by the national advertiser.

"When are you comin' round the mountain?"

250 Watts • 800 Kc. Clear • Member NAB

WTBO

CUMBERLAND, MARYLAND

National Representatives: BURNS-SMITH CO.

CKWX Newsboy

WHEN the *Vancouver Sun* published a special page late in June chronicling the increase in power to 1,000 watts and switch to 950 kc. of CKWX, Vancouver, B. C., the station distributed tearsheets to the trade, using a unique die-cut insert. Each page was folded to 1/16th size and inserted under the arm of a woodblock newsboy figure printed in black on orange stock, highlighted with the single word "Extra!"

Heavy Expenditure for New Equipment To Bolster Service to Latin America

LICENSEES of international broadcast stations will invest some $2,000,000 in new transmitting equipment to bring their stations up to the 50,000-watt minimum output specified by the FCC, and therefore will render vastly superior service, particularly to South and Central America, the State Department was told July 23 by a group representing licensees in this field.

Asked by the Department, through Thomas Burke, chief of the division of International communications, through the NAB, regarding future operations of such stations, particularly in the light of hemispheric solidarity considerations, the delegation headed by NAB President Neville Miller, outlined the proposed increased scope of service. Arrangements were made following the three-hour afternoon session for further informal discussions. The meeting was preceded by a session of the station officials at NAB headquarters at which an inventory of international broadcast operations was taken.

The group, in addition to the estimate of $2,000,000 for new transmitting equipment, told the Department that increased expenditures of approximately $1,000,000 annually would be entailed in maintaining the improved operations and for new program features. They stated that at present an aggregate of 13 hours and 19 minutes of news is broadcast daily to South American listeners, and that this constitutes the most desired radio feature, based on mail response and other surveys.

Latin Listeners Pleased

Some 10,000 letters per month are being received from "pleased" listeners in South America, it was said. It was expected that with the improved signals and coverage of these stations when they all operate with the minimum 50,000 watt power, favorable audience reactions correspondingly will increase. Plans to step up programming also were outlined.

The broadcasters' group said that popularity of the American stations is increasing and that no new inroads are being made by European stations beamed for South American service to spread their particular brands of propaganda. Next to news, South American listeners apparently prefer travelogues, historical dramas, stamp collection features, scientific developments, aviation and lessons in English.

Present at the sessions for the State Department were Mr. Burke, James Clement Dunn, State Department advisor on political relations. Francis Colt DeWolf and Harvey B. Otterman, of the Division of International Communications.

Representing the industry, in addition to President Neville Miller, were Harry C. Butcher, E. K. Cohan and Miss Elizabeth-Ann Tucker, CBS; Robert L. Gibson, General Electric; Frank E. Mason and Guy C. Hickok, NBC; Oswald F. Schuette, RCA; J. G. Leitch and Kenneth W. Stowman, WCAU, Philadelphia; Walter C. Evans and J. B. Rock, Westinghouse; R. J. Rockwell and W. C. Koplovitz, attorney, Crosley Corp.; Walter Lemmon, World Wide Broadcasting Corp., Ed Kirby, NAB public relations director.

WLWO, new Crosley international station in Cincinnati, will broadcast official hurricane and storm warnings of the U. S. Weather Bureau in English, Spanish and Portuguese as a special service to Latin American countries. The warnings will be flashed to the WLW-WSAI newsrooms, and put on WLWO as bulletins immediately. They will be rebroadcast every three hours until new reports are received from Washington.

50 kw. Power Minimum Of International Stations Deferred to Next Jan. 1

EXTENSION of time to Jan. 1, 1941 for compliance with the requirement that international broadcast stations operate with not less than 50,000 watts, was authorized July 17 by the FCC for eight such stations holding construction permits or having applications pending. Only two stations, WLWO, adjunct of Crosley Corp. at Mason, Ohio, and WGEO, General Electric station at Schenectady, thus far have complied with the minimum power requirement, which was to have become effective July 1. They use 50,000 watts and 100,000 watts respectively.

Stations granted the six-month extension are WPIT, Westinghouse, to be removed from Boston to Hull, Mass.; WRUL, World Wide Broadcasting Co., Scituate, Mass.; WCBX. CBS, near Wayne, N. J.; KGEI, General Electric, San Francisco; WGEA, General Electric, Schenectady; WNBI, NBC, Bound Brook, N. J.; WRCA, NBC, Bound Brook; WRUW, World Wide, Scituate.

The remaining stations, which the FCC said "have not yet moved" to bring power to the required minimum, and which presumably propose to allow their licenses to lapse, are WCAB, operated by WCAU, Philadelphia; WDJM, operated by WIOD, Miami, and WBOS, Westinghouse at Boston.

The FCC announced it had granted the application of World Wide for modification of the license of WRUL to operate unlimited time on 6040 kc., and set for hearing the application of the same company for unlimited operation of WRUW on 6080 kc. It granted the application of Crosley for unlimited time for WLWO on 6080 kc., and ordered deletion of WDJM at Miami, which shared the frequency with WRUL and now has sold its equipment to that station.

Tops Gum Will Add

TOPS CHEWING GUM Co., Brooklyn, on July 17 started 12 announcements weekly on WNEW, New York, as the first station in a campaign to promote Tops gum, a new product. This also is the first advertising placed in any media by the company, which plans to add more stations later in the summer. Brown & Thomas, New York, handles the account.

Universal Appeal

NBC STATION WTCN

MINNEAPOLIS ST. PAUL

Northwest's Most Popular Radio Station

—PROGRAMS— FOR EVERY AGE AND TASTE

- Sports
- News
- Children's Programs
- Church Music
- Symphonies
- Drama
- Variety Programs
- Dance Music
- Farm Programs
- Old-Time Music
- Educational Programs
- Civic Enterprises
- Quiz Programs
- Programs for Young People

GOOD FOR LISTENERS

GOOD FOR ADVERTISERS

FREE & PETERS, INC.
National Representatives
New York, Chicago, Detroit, Los Angeles, San Francisco, Atlanta

Owned and Operated by the St. Paul Dispatch-Pioneer Press and Minneapolis Tribune and Times-Tribune.

ARKANSAS' NEWEST RADIO STATION

KWFC

Hot Springs

Represented by
HOWARD WILSON CO.

Associated scores again!

Our transcribed musical library is already being played over more "FM" stations than is the library of any other transcription service.

Because . . .

. . . ASSOCIATED transcriptions have won the approval and indorsement of FM experts after the most exacting tests.

. . . ASSOCIATED transcriptions are truly "wide-range". We have always maintained a recording frequency extending from 20 to at least 12,000 cycles. The coming of FM and the consequent improvement of microphones for sound pick-up and equipment for reproducing recorded sound, have made it possible for us to increase our recording frequency to and beyond 15,000 cycles. ASSOCIATED is keeping up the pace with FM.

. . . ASSOCIATED transcriptions are *vertically* cut . . . and *only* vertically cut transcriptions give satisfactory reproduction over FM equipment.

. . . Engineering tests have proven that programs for FM broadcast cannot be transmitted satisfactorily over available telephone wires as in chain broadcasting. Therefore, FM stations must rely on transcriptions for the majority of their programs.

. . . ASSOCIATED'S method of recording (licensed under U. S. patents of Western Electric Company) permit us to make "direct cut" transcriptions which are available for immediate broadcast. Although chain broadcasting (as we know it) is unsuitable for FM stations, programs may be broadcast simultaneously over many stations by the use of ASSOCIATED direct-cut transcriptions.

. . . in a recent report, the F.C.C. recognized the fact that "transcriptions are comparable in fidelity to personal presentations" and "are so technically satisfactory that their use should not be discriminated against".

. . . the ASSOCIATED transcribed library contains musical compositions of all types, performed by artists of "name" value, listener appeal and sales power, and is well suited to rendering the required program service utilizing the full fidelity capability of FM broadcasting.

Associated
RECORDED PROGRAM SERVICE
25 West 45th St., New York City

KENO, LAS VEGAS, TO START SEPT. 1

AUTHORIZED for construction on June 5, the new KENO, Las Vegas, Nevada, operating with 250 watts on 1370 kc. fulltime, will go on the air about Sept. 1, according to George Penn Foster, general manager. Nevada Broadcasting Co., operator, is co-owned by Foster and Maxwell Kelch, who is chief engineer. The firm has taken over the one-story building formerly occupied by a night club, The Meadows, and is remodeling it. Three new studios are being built, including one to accommodate 300 persons. All studios will be air-conditioned and artificially lighted. A Collins transmitter and speech input equipment, with Wincharger vertical radiator, is being installed. Balance of equipment is RCA.

Foster, before coming to the West Coast two years ago, was with NBC, CBS and Mutual network in Atlantic City, as producer. Kelch is well-known in West Coast radio, having been engineer with various stations and also a consultant. John Strock will be commercial manager. Bob White joins the staff as announcer-producer. Other personnel has not yet been selected. Station has contracted for Thesaurus. Studios and transmitter site will be located two miles out of Las Vegas, on the Boulder Highway.

FLOYD MACK, newscaster of WOR, who once was a radio engineer, is working on the construction of a composite high fidelity dual-channel home recording system, automatic record-changing phonograph, FM receiver, shortwave receiver.

BROADWAY LISTENS AT SUNRISE

WABC Discovers Early Birds Are Tuned to Their Radios and Dawn Programs Prove Surprise

WHEN Arthur Hull Hayes, new sales manager of WABC, New York, decided that early morning hours ought to pay in New York, since other sections find them profitable, he met with doubts from skeptical oldtimers. But he went ahead with his idea, and WABC's opening time was moved from 7:30 to 6:30 a.m.

Mr. Hayes

Worst problem was the 6:30-7 half-hour, and it was solved by placing Larry Elliott, veteran CBS announcer, at the mike and letting him run amuck as the *Rising Son*. The successful Phil Cook participating quarter-hour, *Morning Almanac*, was placed in the 7-8 slot.

"Why don't you turn off your radio and go back to bed like a decent citizen?", Elliot inquires of his (at first) startled listeners. "If you're silly enough to get out of bed at this ungodly hour, it's your fault . . . don't expect me to entertain you . . . I'm tired too."

Listening License

WABC knew, from the first, that it had something good in *Rising Son*. Mail in response to Elliot's admonition that anyone who wanted to listen to this program was required to obtain a listening license, lest the "big black wagon" draw up to the back door and take them away, was sufficient to induce sponsors (Ford Motor, Kondon Mfg., Gordon Baking, and Pall Mall Cigarettes) to schedule 100-word and one-minute announcements on the programs.

It remained for *Rising Son's* newest sponsor, however—the Federal Life & Casualty Co.—to put the show to a concrete mail-pulling test. On July 8, Federal Life inaugurated a three-a-week, 100-word announcement series on the program. From their very first announcement, it asked for mail, offering listeners a free book of household hints.

Neither Hayes, nor Federal Life's agency, Green-Brodie Inc., knew in advance what results the program would produce in its first week. They expected there might be a couple of hundred replies.

But the first day's mail, alone, went higher than their estimate for the entire week! And the next four days (with the announcements being made on alternate days) kept pace. *Rising Son* finished its first week of Federal Life announcements with 1,200 mail replies and over 50 telephone inquiries!

Unusual in itself, the "mail count" provided only half the story of Federal's first-week experience with the program. For, as the sponsor's agency put it in a letter to Hayes:

"Federal's men had a chance to do what even the radio station seldom can—they *interviewed* the respondents in the audience while delivering the book of household hints which Elliot had offered. I'm sure you'll be interested to know that:

All Types of Families

"They found the *Rising Son* audience made up not only of mill and factory families, but with a surprisingly large number of middle and upper class families, as well.

"There was an unusually great loyalty to Larry Elliot evident on the part of all his listeners. They asked many questions about him, and indicated that they listen to his program regularly, despite the extremely early hour at which it is broadcast.

"This loyalty was further borne out by the fact that in a large proportion of these homes the family had framed and conspicuously displayed Larry Elliot's 'License to Listen' to the program."

Enthusiastic over their results on *Rising Son*, Federal Life already has contracted with WABC for an additional program, 15 minutes of *Zeke Manners & His Gang*, Sunday mornings, 11:15 to 11:30.

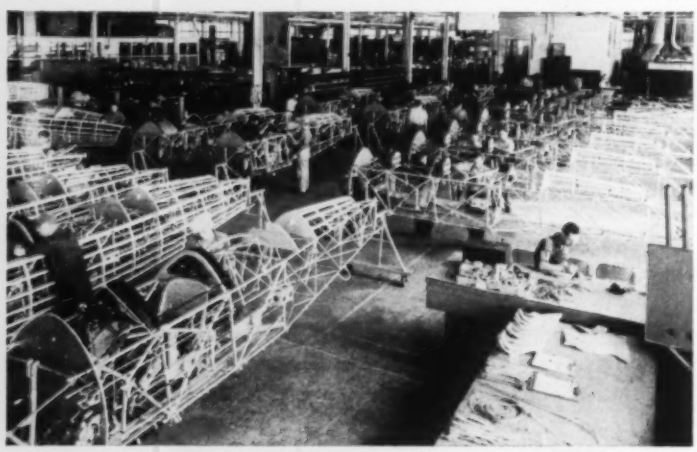
The old-timers who raised eyebrows when Hayes first proposed an earlier opening time for WABC have long since been convinced. Now they're watching without comment Hayes' latest move of putting WABC on the air every morning at 6:25 a.m.—and, in fact, expecting that before long Hayes will be reaching out for an audience from 6 o'clock on. And getting it!

EVEN AT GOLF the thoughts of Robert Tincher, manager of WNAX, Yankton, S. D., are never far from radio. Here he putts away on the "Ye Idle Hour" four-hole golf course, a feature of the 1940 WNAX staff picnic. Jim Gies contrived the hazards: holes cut through transcriptions, tunnels of conduits, traps of tube packing cases. Phil Hoffman, WNAX commercial manager, copped the trophy—a golf club lollipop.

ASCAP Sued Over Songs

SUIT for $6,000,000 damages was filed July 15 in New York Supreme Court against ASCAP and Southern Music Publishing Co. by Perry Bradford, acting on behalf of Perry Bradford Inc., Acme Music Publishing Co. and Blues Music Co. Bradford charges that in February, 1934, he was loaned $100 by Southern Music, to be repaid in 60 days, in return for which Bradford turned over the rights to 40 songs as collateral, but that return of the songs was refused upon request and after payment of the $100. Bradford, who claims 15 of the compositions as his own, the remainder being the property of Acme and Blues, also alleges that ASCAP collected royalties on the songs, listing Southern Music as an ASCAP member. According to Herman Finkelstein of Schwartz & Frohlich, New York, ASCAP counsel, Bradford executed an assignment to Southern Music for the compositions and ASCAP licensed the works, relying on the assignment.

LONGEST on the air with political convention coverage was MBS, devoting 30 hours to the four-day Democratic convention and 33 hours 52 minutes to the five-day Republican. It claimed a scoop on the Democratic platform when Fulton Lewis jr. secured a copy and read it 2½ hours before the official reading by Senator Wagner.



WICHITA WINGS—TO SALES!

SO GREAT IS KANSAS' FAME as a producer of wheat that national advertisers too often overlook her other wealth. In Wichita—industrial hub of the Jayhawk State—three great factories are working extra shifts to meet the world demand for airplanes. With the encouragement of the War Department, which favors an inland aircraft industry, Wichita's importance to Aviation grows each year.

Not only Airplanes, but also Flour, Oil Field Equipment, Building Materials, Appliances and Foodstuffs are produced in thriving Wichita. In the KFH Airea are 1,384 plants, turning out 338 million dollars' worth of goods annually.

And this is the market which only THAT SELLING STATION FOR KANSAS can tap. There are 292,421 radio homes in KFH-land, and they respond readily to the sales impact of KFH Radio. Your Edward Petry & Co. office can clear time for you.

THAT SELLING STATION FOR KANSAS

KFH

WICHITA

The Only Full Time CBS Outlet for Kansas

CBS • 5000 DAY • C.P. 5000 NIGHT (ready soon) • CALL ANY EDWARD PETRY OFFICE

WSPA

South Carolina's FIRST!

SPARTANBURG

There's new life in an old established station and new life in a famous old market. WSPA and Piedmont, South Carolina make a swell combination for sales. Write for rates.

1000 Watts • 920 Kc.

Walter Brown, Gen'l. Mgr.

TRANSCRIPTIONS

GIRARD D. ELLIS, recently with World Broadcasting System in Chicago, has been appointed Chicago manager of the transcription division of Columbia Recording Corp., CBS subsidiary, effective Aug. 1. Before joining World about a year and a half ago, Ellis had for six years had charge of the Chicago transcription sales of Columbia Phonograph Co.

JACK JOHNSTONE, radio pioneer and director, has taken over the production of *Superman*, transcribed serial drama, from Frank Chase, who will now devote his full time to selling the syndicated program to other regional sponsors in addition to Hecker Products, New York, which has just renewed the program for 13 weeks, three times weekly on 10 Eastern stations for Force cereal, through Erwin, Wasey & Co., New York. Johnstone also produces the dramatized portions of the Phillip Morris programs, *Who Knows?* for Griffin Shoe Polish, and has done the *Buck Rogers* serial for the past eight years.

ARTRANSA, Sydney, Australia, transcription producing concern, has cut two new serials for release in that country as well as the United States. One is a quarter hour comedy show of 52 episodes and titled *Oh, Reggie.* It is written and directed by Dorothy Foster of 2GB, and relates the Australian adventures of Reggie and his manservant, Merryweather. The second transcribed show is produced by Bruce Anderson, program director of 2UE. It is titled *Evergreens of Jazz*, and feature popular hit tunes of yesteryear. Series includes 26 episodes.

HOLLYWOOD HOUSE of Music Recording Studios, has abandoned that name and is now operating as the Music City Recording Studios at 1501 N. Vine St., that city, where Glenn and Oscar Wallichs have consolidated all their radio equipment enterprises in one building. RCA amplifications and Radiotone recording equipment have been installed. Hughie Claudin is general manager of the recording studios, with Bill Lambeth recording engineer.

KASPER-GORDON Inc., Boston transcription firm, has announced a new series of 30-second transcribed announcements for credit jewelers. The 30-unit series is to be syndicated on the basis of exclusive rights to one store in a city.

FREDERICK BOND has joined United Recording Co., Chicago, as production manager. Other staff additions include James Sanford, sales manager, and Lee Stremlau, engineer.

Disc Code Arrangement Adopted on Pacific Coast

ASSOCIATION of Radio Transcription Producers of Hollywood and western division of Radio Writers Guild, Los Angeles, have adjusted their difficulties and worked out a basic code agreement agreeable to all concerned, it was learned in late July. Although no statement was forthcoming from either group, a general membership meeting of Radio Writers Guild has been tentatively set for Aug. 5 to vote on acceptance of the contract with transcription producers.

The proposed pact was approved by RWG Council at a special meeting held July 17. It is now being revised by Attorney Aubrey I. Finn for submission to both RWG membership and executives of transcription concerns. Minor revisions have been made in some of the wage classifications, but it is understood that RWG gets a 100% Guild shop. Active in negotiations and representing transcribers and producers are C. P. MacGregor Co., Fields Bros., Fred C. Mertens & Associates, Edward Sloman Productions, Radio Transcription Co. of America, Standard Radio and Raymond R. Morgan Co. Attorneys George E. Bodle and Finn represent RWG.

Alka-Seltzer Discs

MILES LABS. Inc., Elkhart, Ind. (Alka-Seltzer), on July 22 started a series of five-weekly quarter-hour transcribed *Friendly Neighbor* programs, featuring three Indiana housewives in an over-the-backfence type of show, in eight markets in addition to WOWO, Ft. Wayne, where it is produced and presented as a script show. Stations being used are WLS, Chicago; WOW, Omaha; WWL, New Orleans; WHAM, Rochester; WBT, Charlotte; WEAF, New York; WJR, Detroit; WSM, Nashville. Wade Adv. Agency, Chicago, handles the account.

Record Firms Sued

DAMAGES of $30,064 are asked by Harms Inc., in its suit against Brunswick Recording Corp., Columbia Phonograph Corp. and Columbia Recording Corp. charging these companies with a breach of a royalty agreement on phonograph records made of songs controled by Harms. Suit, in the New York Supreme Court, asks damages of $23,791 from Brunswick, $1,121 from Coumbia Phonograph, and $5,152 from CRC. In the action Harms is also acting for Remick Music Corp. and M. Witmark & Sons, who have assigned their rights to Harms.

A NEW quarter-hour transcribed quiz game, *Spell-O-Name*, is being offered for sponsorship by R. U. McIntosh & Associates, North Hollywood, Cal., producers. Written by M. Clay Adams, the audience participation game and rules are copyright and consists of 78 episodes. A merchandising plan accompanies the transcribed show.

WCKY, Cincinnati, has started its new "Studio Plane", deluxe mobile unit, on its first swing around the Ohio-Indiana-Kentucky area. It will be shown at half a dozen fairs during the next few weeks, with its crew of announcers and engineers transcribing a program describing each fair. Each transcription is carried on WCKY the day after it is made.

WSIX
"The Voice of Nashville" Tennessee
Offers intense coverage of a market where all indices show business substantially ahead of schedule.
•
Mutual Broadcasting System
HEADLEY-REED CO., NATIONAL REPRESENTATIVE

"Fairchild Performance is PROOF of the Higher Quality of Fairchild Precision-Built Recorders" Jerry Swank WHIO, Dayton

"Every day, we're glad we have FAIRCHILD Recorders," says Jerry Swank, WHIO engineer. "Hundreds of on-location recordings prove their sturdiness... daily studio use testifies to their fidelity. Daily performance is proof of the higher quality of Fairchild Precision-Built Recorders."

From Coast to Coast, Hundreds of Radio Engineers Endorse Fairchild Precision-Built Recorders!

● Radio men you know will tell you that Fairchild recorders produce better transcriptions—more easily and with less expense, both in the studio and outside. Precision-built, for better quality and higher fidelity. The Fairchild F-26-3 Recorder is instantly ready for action; takes any type of disc up to 17¼ inches. Complete except microphone and stand. The Fairchild F-26-3 Recorder has:

1. ***High Gain Amplifier*** to permit use of microphone without a pre-amplifier!
2. ***Instantaneous Speed Change*** (33⅓ RPM or 78 RPM) through push-button control.
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4. ***Split-Second Timing*** through synchronous speed gear and worm drive at 33⅓ RPM, to assure wow-free recorded programs.
5. ***Variations*** of pitch and direction of cut are provided for in the recorder itself. No expensive, troublesome additional feed screws needed.
6. ***Dynamically-Balanced*** 16-pound cast iron turntable.

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Forbes Heads Recording Producing Firm on Coast

FIDELITY RECORDINGS, new Hollywood transcription and production unit, has been established at 5968 Santa Monica Blvd. with Don Forbes as general manager, and Harry Smith, chief engineer, co-partners. Recording facilities are custom built and include several innovations. The firm will cater to special requirements of radio stations and agencies nationally. Forbes is also commentator on the six-weekly quarter-hour NBC-Pacific Red program, Richfield Reporter, sponsored by Richfield Oil Co., and prior to taking that assignment was CBS Hollywood chief announcer.

Smith was formerly recording engineer of Radio Recorders Inc., Hollywood, and is well-known in West Coast radio. Other recording technicians of the new firm include Merril West, formerly chief engineer of Technical Recording Co., Hollywood, and A. Robyn, formerly associated with General Radio Co., New York. Robert I. Lee, formerly general manager of Vericolor Film Laboratories, Hollywood, is sales manager. Barbara Chapman is office manager. The firm will use the label slogan trademark, Videoscopic Recording, on its products.

EDUCATIONAL Radio Script Exchange of the U. S. Office of Education has announced that it has available fifteen 30-minute scripts based on municipal government operations. Dramatizations cover the work of various municipal government departments which are adaptable to local conditions.

PRISONERS TAKE THE AIR

Carolina Inmates Reform as They Perform on WRAL Prison Feature

BEHIND THE BARS once each week goes this quartet from WRAL, Raleigh, N. C. They make up the "outside" talent of *Central Prison Varieties*, originated by WRAL for the Carolina Network direct from the auditorium of Central Prison, State penitentiary just outside Raleigh. Standing near the WRAL special events car, with barred prison windows in the background, are (l to r) Evelyn Weeks, WRAL staff pianist; Bob Menefee, announcer and m.c. of the program; William M. Carpenter, publicity director; Stanley Brown, engineer.

A NEW ANGLE in success stories comes from the *Central Prison Varieties*, originated by WRAL, Raleigh, N. C., and relayed to Carolina Network stations WFTC, Kinston, and WGTM, Wilson. The weekly half-hour, broadcast direct from the auditorium of Central Prison, the State penitentiary just outside Raleigh, has become a popular feature for listeners. But prison officials comment that its effect on participating prisoners has been even more remarkable.

Production of the show rests largely in the hands of Ren Hoek, recreation director of the prison. Hoek each week works with the men and women prisoners in developing the show, helping them select music and superintending rehearsals. A full rehearsal is held each Thursday night, with Bob Menefee, WRAL announcer and m.c. of the show, as well as another the following night just before the program goes on the air.

Music is the backbone of the program, with vocal and instrumental soloists drawn both from the men's and the women's prison. In addition to specialties by the String Band, the Four Walls, the Negro chorus, hillbilly crooners and blues singers, the feature incorporates prison news commentaries by another prisoner, a young forger who upon completing his sentence plans to seek employment in radio.

Effect on Inmates

Proof of the good effects of the program are best drawn from examples cited by prison authorities. One prisoner, condemned to death for murder, became a particular problem for the officials after his sentence was commuted to life imprisonment. During the year before the WRAL series started, he spent nine of the 12 months in solitary confinement, all with no placating effect on him.

Fred Fletcher, WRAL program director, about that time spoke to the warden and other officials about starting the program. The prisoner expressed a desire to participate, so the warden secured an electric guitar for him. For the last 10 months he has been a model prisoner, has not missed a single broadcast, and has not spent a day in solitary confinement.

The prison news commentator, a forger, is another case in point. Participation in the program has revealed his gift for terse, discerning and witty comment and has prompted him to look to radio as a profession when he leaves prison. Another star of the series is a 19-year-old girl singer who was imprisoned for bigamy. She was one of the first women to appear on the program after participation was extended to include the women's prison.

Means of Expression

Prison officials, admitting that their viewpoint was frankly not so much public entertainment as benefit to the prisoners, give a large share of the credit for the program's success to Hoek, Fletcher and Menefee. The beneficial results of the program are indicated by the officials' efforts to buy more instruments for the prisoners, secure a musical director and in general to further this means of expression.

WRAL takes particular pride in the program as a public service, flatly ruling out all offers for sponsorship. Station officials emphasize that the program better serves its purpose by merely acting as a working example of the place of radio in the world today. The station reports even that in several cases inmates of other prisons in the State have asked to be transferred to the Raleigh prisons so they can participate in the programs.

ACA Confers on Radio

TO DISCUSS plans for organizing employes of radio stations, a conference of broadcasting locals of American Communications Assn., CIO union, will be held in Philadelphia, Aug. 17. Representatives from locals in Buffalo, New York, Philadelphia, Baltimore and Washington are expected to attend the conference, which was called by Lenne Ohl, ACA vice-president in charge of the broadcast division of the union.

920 CLUB

Boston's Biggest Radio Program

(Participating)

Write for 15 big success stories

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CENTRAL ILLINOIS

Good things come in pairs. (1) One of America's three richest agricultural markets. (2) One of America's best sectional radio stations. Try WJBC. 1200 Kilocycles — 250 W.

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Equipment

FM BROADCASTERS has issued to its members a mimeographed pamphlet giving descriptions of the FM broadcasting equipment, with manufacturer's performance characteristics, units available, prices and probable delivery dates. Four manufacturers are listed: Radio Engineering Laboratories, General Electric Co., RCA Mfg. Co. and Western Electric Co. All of these companies except RCA manufacture FM equipment under Armstrong patents. RCA MFG. Co., Camden, N. J., has announced sale of 250K transmitters to KHAS, Hastings, Neb., and WBOC, Salisbury, Md.

CKCL, Toronto, on Aug. 1 starts operation of its new 1 kw. Canadian Marconi transmitter, from the new station building at Scarboro, Ont., nine miles from the studios. Two vertical radiators built by Ajax Engineers Ltd., Toronto, and placed 1,060 feet apart, give CKCL the first directional antenna in Canada. Plant and equipment cost about $70,000. CKCL is the first of the Canadian stations granted increased power early this year under Havana Treaty regulations.

KZRH, Manila, was scheduled to place its new 10 kw. RCA transmitter in operation in mid-July, shifting to 710 kc. Manager B. H. Silen also reports that his station, known as "The Voice of the Philippines," also is planning installation of an international shortwave transmitter.

SEPT. 1 has been fixed as the tentative opening date of the new KODL, The Dalles, Ore., authorized June 4 by the FCC to operate with 100 watts night and 250 days on 1200 kc., according to Barney Kenworthy, formerly with KSLM, Salem, Ore., who is 50% stockholder and president-manager. Mr. Kenworthy reports that staff has not yet been selected, but that RCA equipment will be installed throughout with a Wincharger tower.

WSB, Atlanta, is now operating with its new 663-foot Truscon vertical radiator, which replaces its old T-mast antenna. The tower is the tallest man-made structure in Georgia, towering even above Atlanta's famed Stone Mountain against the horizon.

AN RCA transmitter and 150-foot Wincharger tower have been purchased for the new WMRC, Greenville, S. C., which will be managed by Wayne M. Nelson, formerly chief owner of WMFR, High Point, N. C., with E. J. Day, formerly of WMFR, handling construction. Station expects to be on the air about Sept. 15.

A HAM GUIDE of 48 pages designed to aid the radio amateur in the construction and operation of his equipment has been published by RCA Mfg. Co., Harrison, N. J. In addition to data on the preferred types of transmitting tubes, the booklet also includes diagrams and assembly information on transmitting equipment.

UNIVERSAL MICROPHONE Co., Inglewood, Cal., has announced a new Universal Recorder Kit for all types of recordings through the use of which experimenters, amateurs, students and home recorders can assemble their own outfits. Assembly includes microphone, cutting head, lead screw, amplifier and turntable. The firm has discarded its Fimer and Fimex models of microphone handsets. In their place, it is now manufacturing an Aircraft type of handset especially for pack transmitters, mobile outfits, two-way phone systems and amateurs.

WDRC, Hartford, will have its new 5 kw. RCA transmitter in operation early in August when construction of the second directional tower, started last spring, is completed. Installation was directed by Chief Engineer I. A. Martino.

Notables Slated At IRE Session

AN ELABORATE agenda is slated for the Institute of Radio Engineers' 1940 Pacific Coast convention, to be held at the Ambassador Hotel, Los Angeles, Aug. 28-30. Convention arrangements are in the hands of Los Angeles section of IRE, with William W. Lindsay Jr., as general chairman. American Institute of Electrical Engineers will also hold its convention at the Ambassador Hotel during that time, and a joint communications session is planned, with notable speakers from both groups participating.

Besides previously announced seminars and roundtable discussions, with educational talks by eminent authorities on all phases of the technical end of radio, there will be several special demonstrations. Delegates will be taken on tour to the California Institute of Technology, the NBC Hollywood studios, the KNX-Hollywood transmitter site and other points of interest to technical men.

In addition to speakers previously announced, others on the scheduled program include Prof. Joseph M. Pettit, University of California; C. F. Wolcott, television consulting engineer, Gilfillan Bros. Inc., Los Angeles; J. O. Weldon, Weldon Engineering Co., Del Rio, Tex.; R. R. Buss, Heintz & Kaufman Co., San Francisco; C. J. Penther and D. J. Pompeo, Shell Development Co., Emeryville, Cal.; August Lund, Los Angeles consulting engineer; C. J. Breitwieser, Lee de Forest Laboratories, Los Angeles; John K. Hilliard, sound department engineer, Metro-Goldwyn-Mayer Studios; Drs. E. L. Ginzton, R. H. Varian and J. R. Woodyard, Stanford University; G. L. Beers, RCA Mfg. Co.

Extension of Rule

TO ACCOMMODATE the half-dozen or so stations still operating additional hours under experimental authorizations, until such time as the new allocations become effective, the FCC July 25 announced extension of the effective date of Section 3.32 (b) of its rules and regulations from Aug. 1 until Oct. 1. This rule when effective will prohibit broadcasting of commercial programs on experimental authorizations.

FM for Educators

IN LINE with its new FM allocations, the FCC July 25 announced repeal of the existing section in its rules alloting the band 41-42 mc. for non-commercial educational broadcast stations, and substituting the band 42-43 mc. for FM operation. The new rule specifies that FM shall be employed exclusively for the educational service unless it is shown that there is a special need for use of AM.

GENERAL ELECTRIC Co., Schenectady, has announced a new G-30 thermocell for broadcast-frequency control. Specifications for the thermocell are outlined on catalogue page GEA-3363.

WKAQ, San Juan, Porto Rico, on July 25 was granted a change in frequency by the FCC, from 1240 to 620 kc., and an increase in power from 1,000 to 5,000 watts.

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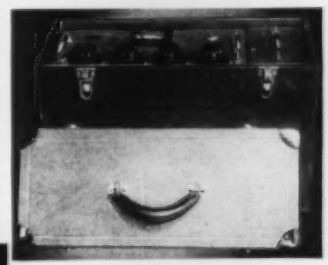
DYNAMOTE

So inexpensive the price belies its perfect performance and high quality parts and craftsmanship.

Perfect Audio Frequency Response

First quality remote equipment is important for forthcoming conventions and the heavy winter schedules . . but it need not be expensive as our many broadcast customers throughout the world have discovered.



Above: Small size, light weight; allows ease and speed in packing and unpacking, yet provides room for three microphones and the other accessories in the case.

Left: Front view, showing three position mixer, master gain, choice of Dd. or V.U. meter and extremely small size and light weight.

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Manufacturing Engineers Since 1922

FM vs. AM Tests Reported by GE

Tests Give FM Vastly Greater Area of Good Reception

THAT the area of good broadcast reception area with frequency modulated radio is 33 times greater than with amplitude, is reported by General Electric Co., licensee and pioneer experimenter with the Armstrong system. A report on tests and calculations were announced July 18 by GE engineers.

The calculations were made by I. R. Weir, GE radio engineer, using two amplitude and two FM transmitters operating on the same wavelength and placed on level ground 15 miles apart. First the two amplitude transmitters, each operating with 1,000 watts, were calculated to operate simultaneously. The area served without interference about either transmitter was limited to a radius of 1½ miles. Next the two frequency transmitters, using the same power, were calculated. The area covered without interference was 33 times greater.

Varying Powers and Results

In the second condition the power was increased to 10,000 watts on one transmitter and remained at 1,000 on the other. With amplitude, the clear reception area of the 1,000-watt station was reduced by interference from the stronger station to one-third its size, and the area of the 10,000-watt station increased to about three times. When a switch was made to FM, under the same conditions, the clear area for the 1,000-watt station was reduced one-fourth, whereas with the 10,000-watt station the area was increased about three times.

The third and final calculation was made with the power of the transmitter at one point increased to 100,000 watts with the other transmitter remaining at 1,000. With amplitude modulation, the clear area of the 1,000-watt station was reduced to one-eighth area, and the 100,000-watt station area was increased approximately three times. With FM, the area of the 1,000-watt station was reduced to about one-tenth its size and the area of the 100,000-watt station increased about 4½ times.

These calculations, according to Mr. Weir, give added proof that FM permits more stations to operate on the same channel. The same frequency can be assigned to a large number of stations which do not have to be separated by very great distances, and at the same time the stations can cover a greater area with good reception than is possible by amplitude modulation.

"The recent action of the FCC in assigning to FM transmission the frequency band from 41 to 50 mc. has greatly increased listener interest and stimulated technical activity in this field," stated Dr. W. R. G. Baker, manager of General Electric's Radio and Television Department, speaking on the *GE Science Forum* from WGY, WGEO and WGEA July 18.

"Unquestionably it will take some time to provide a national system of broadcasting using FM. Indications are that FM stations will supplement and not replace the existing broadcast system. Many localities not adequately served by the present system of broadcasting will undoubtedly benefit from the new frequency modulation installations."

Programs and Receivers

"With regard to programs, since one of the outstanding characteristics of FM is high fidelity and naturalness, we may expect program material which will benefit from this outstanding advantage. Programs, like the system itself, will be a process of evolution—the end result being better service to the listener.

"So far as FM receivers are concerned, we need only review the history of shortwave reception. First came the attachment which utilized our existing receiver, and finally the shortwave bands as they now appear on the modern radio receiver. It is not too much to expect that FM will follow the same path, so that eventually the FM band will appear as a third or fourth band on the receiver in practically every home. In fact, GE has had on the market for over a year now a combination receiver that will receive either amplitude or frequency modulated signals."

ROAD MARKERS such as these are used by Maj. Edney Ridge's enterprising WBIG, Greensboro, N. C., on main highways leading into the city.

Bright Future for FM Is Predicted by Leitch

JOHN G. LIETCH, chief engineer of WCAU, Philadelphia, addressing 100 Middle Atlantic dealers of Stromberg-Carlson radios at a sales meeting July 17 in the Architects Bldg., Philadelphia, characterized FM as promising to revolutionize present methods of broadcasting and receiving. He emphasized, however, that the new system greatly reduces but does not entirely eliminate the two kinds of static—acts of God, such as lightning and thunder; acts of man, such as the electric razor in the next-door apartment.

The dealers listened to an FM demonstration broadcast from improvised equipment on the roof of the building. The program got off to a slow start, but smoothed out as it continued. The audience, which received alternate samples of amplitude broadcasting, agreed that FM gave almost a "three-dimensional effect.

Mr. Lietch also revealed that WCAU will seek a license from the FCC to build a high-power FM broadcasting station in the center of the city. He said the request will point out that the station will cost at least $100,000 and be in operation within three months of license grant.

State Police Use FM

STATE police of Connecticut are installing the first statewide FM system in the country, designed and installed under the direction of Prof. D. E. Noble of Connecticut U. System includes 10 fixed location 250-watt FM transmitters, of which four are already in operation and the others scheduled for completion before Sept. 1, and 225 two-way mobile units for patrol cars. Completed system is expected to be in operation by Labor Day. Installation follows tests which have been conducted for more than a year, during which Prof. Noble covered 20,000 miles by automobile to every corner of the state, checking car-to-station and car-to-car conversations under various conditions of weather and traffic.

WOR Completes FM Setup

WITH the installation of the new type of Western Electric FM transmitter at 444 Madison Ave., New York, and of special custom-built high fidelity studio control and audio unit for WOR's studio No. 1 in the main studios at 1440 Broadway, WOR claims to be the first station whose FM setup meets all the FCC requirements. Even the phone lines connecting the studio and transmitter are of special quality, carrying frequencies up to 20,000 cycles, WOR reports. The new FM transmitter, W2XOR, was to be formally inaugurated July 1.

GENERAL ELECTRIC Co. will emphasize a "frequency modulation key" in advertising of its 1941 line of radio receivers, placed through Maxon Inc.

Shooting Directly at 2,031,712 of the Best Buyers in America!

KQW's 5000 Watts are directionally concentrated on, and uniformly cover the population centers of the *entire* San Francisco Bay Area. Only one other station delivers 20 Millivolts in San Francisco, Oakland and San Jose.

Call a Reynolds Fitzgerald Man, and compare rates before you buy!

KQW SAN JOSE
SAN FRANCISCO STUDIOS, 1470 PINE STREET
Affiliated with Mutual-Don Lee

ATTENTION
BROADCASTERS
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ADVERTISING MEN!
KGVO
INVITES YOU TO VISIT
AMERICA'S SUMMER PLAYGROUND
IN AND AROUND
VIA
AIRWAYS -:- HIGHWAYS -:-
RAILWAYS
Missoula-Mont.

KSCJ SIOUX CITY IOWA
The JOURNAL
5000 WATTS DAY
1000 WATTS NITE
The ONLY Radio Transmitter of this or greater power within 75 miles of Sioux City

"What is this new system? Can it provide a greatly broadened listener service? Can it effect a major extension of the Broadcasting Industry? Can it serve as the foundation of a truly universal and truly dependable Broadcasting Service? Is it a good 'buy'? * * * the Radio Industry in general has a great deal to think about!"

from "ARMSTRONG'S SYSTEM—WHAT IT MEANS"
by Paul F. Godley in BROADCASTING—
July 1, 1936

Paul F. Godley
Consulting Radio Engineer
Montclair, N. J.

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NCBS
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The Best "Spot"
Buy for Blanket
Coverage of
Minnesota
North and South Dakota
High Light "News" Broadcasts
Sold On Participating Basis.
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We Offer an *Unusual*
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From $3.50 Single $5. Double
Completely Air Conditioned

SIXTEENTH STREET AT H
WASHINGTON
D.C.

Ladies First

(*Continued from page 86*)

gory, then the first choice of both sexes, in town and country, would be overwhelmingly *news broadcasts*, far ahead of the next group —comedians — which reached a high of but 74% of the choices.

Dr. Summer's energetic group continued their inquisitive rovings in rural Iowa, where they found the same sentiment, in practically similar ratio:

Chief Source of News	*TOWN MEN*	*FARM MEN*	*TOWN WOMEN*	*FARM WOMEN*
Radio	58.9%	71.4%	67.6%	74.5%
City Daily	39.9	20.7	23.3	19.5
Local Daily	10.1	7.8	8.8	6.0
Weekly Paper	---	0.1	0.3	---

Magazine Study

In August, 1939, *Fortune* decided to go deeper into the interest of men and women in news in general, and radio and newspaper handling of news in particular—studying a complete cross-section of the U. S. population in every geographic area, every income level, in every conceivable group. In forming its questions, the poll recognized two facts which are self-evident in today's news presentation to the public; the astonishing growth in both popularity and importance of the newspaper columnist and radio commentator.

You all know how many people today will credit a newspaper's growth, even its very existence, to a particular columnist whose daily essays fill a column of type in the paper. You also, I'm sure, know many who assert, without much fear of contradiction, that newspaper editorials don't mean a damned thing any more, that the columnist's egocentric views are omnipotent in the field of influencing public opinion.

Well, the editors of *Fortune* had heard so much of this talk that they decided to test it on a nationwide basis. They asked their cross-section of people all over the United States: "Which do you like best: radio commentators, newspaper editorials, or newspaper columnists?"

	MEN	*WOMEN*
Radio Commentators	36.4%	42.1%
Newspaper Editorials	29.7	22.0
Newspaper Columnists	11.4	10.1

Two points are clearly established by the answers:

First was the preference of both groups for newspaper editorials over newspaper columnists. In both instances it was by more than twice as much. The other point found radio commentators favored by *both* sexes.

This poll, too, had its findings substantiated by another survey, conducted soon after out at the New York World's Fair. Market Analysts Inc. interviewed 464 women and 535 men, on this matter of preference of source of news. (In this particular survey the education and income of the group was much higher than the national average.)

Here the question was simplified, reading: "Where do you ordinarily get most of your news?" 49.5% said radio; 48.1% said newspapers; 1.3% said newsreels; 1.1% said magazines.

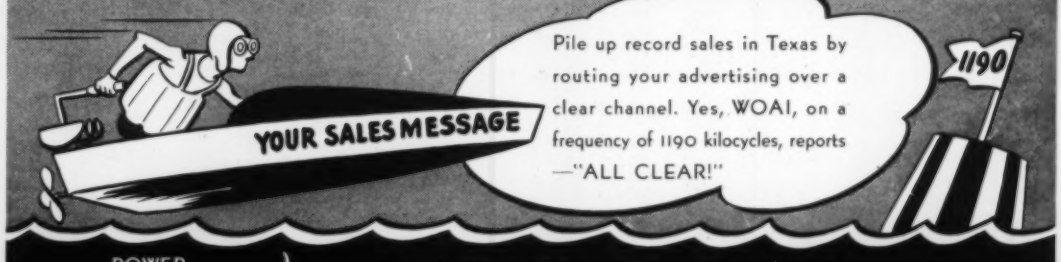
Cosmopolitan Group

Since the Fair draws an audience from all over the country, we can perhaps assume that this choice is a tribute to radio's complete coverage, with the smallest hamlet and the largest city being reached by at least one radio station. Radio also was chosen by these same women in response to a second question: "Where do you get your *current* news?" For current American news 49.7% listened to the radio, against 47.7% who chose newspapers. For current foreign news 56.5% of the women preferred radio, against 43.2% who stuck to newspapers.

This last answer was of particular importance to radio's researchers. Since the war began, each of the major networks has carried two, sometimes three, regular broadcast periods a day from abroad. These combined with the regular and frequent news summaries and bulletins have made radio quite replace the old "extra" of the newspapers, and have kept the American audience right up with every move of the war, no matter how "blitzkreig" it might be. The result has been that the American audience is not only the most and the best informed of all,

PUSH-PULL radio a la desk-drawer is the latest innovation, executed to fit the peculiar requirements of New York's Mayor LaGuardia, built for him by Pilot on specifications drawn up by J. R. Poppele, chief engineer of WOR, Newark. The set functions automatically, switching on and off when the drawer is opened and closed. Watching the demonstration is former Mayor James J. Walker. Faced by official edict not to spoil the decor of the Mayor's office, Mr. Poppele solved the problem with this snugly fitting set, and predicts that sets of this type may become popular essentials for business men.

CLEAR CHANNEL


YOUR SALES MESSAGE
Pile up record sales in Texas by routing your advertising over a clear channel. Yes, WOAI, on a frequency of 1190 kilocycles, reports —"ALL CLEAR!"
1190

POWER
PRESTIGE
LISTENER
PREFERENCE
EST. 1922

WOAI San Antonio
50,000 WATTS
NBC AFFILIATE—MEMBER TQN

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but has learned to look immediately to radio for giving it the latest and most accurate news; to newspapers for amplifying all the details of each story.

Armed with this mass of fact, coordinated and analyzed in detail, CBS determined to survey 4,000 radio homes in five cities, during a week of its *The World Today* broadcasts, as final and conclusive proof of their evidence that women *do* listen to news. This series is the now famous 15 minutes from Europe, which Columbia instituted last September, after Poland first felt the wrath of the invader, and which is heard Mondays through Saturdays, 6:45-7 p.m. It usually comes from three cities in Europe, wherever the action is most critical. It is unquestionably one of radio's most important contributions and services to the American people.

What's New, Dear?

In each of these 4,000 radio homes, the coincidental survey, conducted by Crossley Inc., posed a single question: "How many men, women, boys and girls are now listening to the program?"

In Providence 46.2% of the listeners were women. In Portland, Maine, 48.2% those hearing the news from Europe were women. So, Republican or Democrat, women as well as men in Portland, Maine, were listening to the news!

In Baltimore, home of the cotillion and the oriole, 43.7% of that week's news audience was composed of women.

In Charleston, 49.4% of the Southern belles were being very modern by listening to the news, while their cavalier beaux could muster up but 42.5% of the total.

And finally, in Little Old New York—East Side, West Side, in fact all around the town—the women have really taken over the radio for their own, for 47.4% of those hearing Ed Murrow from London and William Shirer from Berlin were women.

Because They Have Time?

Thus the factual evidence in the case of women and the news. That women *are* interested in radio news is proven beyond doubt.

One possible flaw in the story has been detected, and can here be refuted. It might be pointed out by some captious fellows that women, being in the home, have more time to listen to radio news and radio in general. Men, they would say, have to do their work, depend on newspapers for news, listen to the radio only at night.

Now that is all well and good, but the five-city coincidental survey which CBS conducted came during an evening program; in fact, the most important evening news program. In every one of these cities, almost 50% were women. (The series on which the coincidental survey was made contained an offer of one million maps of Europe, made by the thousands of Sinclair service stations, sponsors of the program. An evidence of the listener-interest, both male and female, in the program, is shown, when within two days, midwestern stations wired CBS to take the offer off the air, since their supply was already exhausted. In three days another million maps had to be printed.)

So, with all the evidence in, it seems that the women have taken another privilege away from the males. No longer can the men pontificate on the news, and tell their women what's been going on in the world (at least with the embroidery customary in those recitals).

For now, when you get home at night, and the little woman asks: "What's new in the world, dear?" don't answer! Because she knows, and is probably just trying to trip you up!

Send Me, Enosco

STRANGE things are going on in the recording department of WDAS, Philadelphia, according to the station management. The boys were non-plussed recently when, during a classical music program, a two-record transcribed version of the "Roumanian Rhapsody" got under way. When the second record was set on the turntable and started, instead of Enosco's continuing classical measures out came the startling boogie-woogy of Fats Waller in "Send Me, Jackson!" The culprit had done a masterful job of switching labels.

KVOS Granted Renewal After Long Proceedings

WINDING UP what has been referred to as the "battle of Bellingham", the FCC on July 22 issued an order affirming its findings of fact and conclusions entered May 16 to renew the license of KVOS, Bellingham, Wash. The protracted proceedings, centering on an application of Bellingham Broadcasting Co. for the facilities of KVOS, climaxed July 18 in an oral argument before five FCC members. The final chapter in the three-year struggle between KVOS and the applicant company was highlighted by cross-firing charges of financial unfitness and questionable program policies.

Arguing his own case July 18 in absence of counsel, T. R. Waters Jr., president of Bellingham Broadcasting Co., maintained that his organization had demonstrated its fitness to operate a station in Bellingham, and declared that given a chance they would render a greater public service to that area than KVOS.

Speaking for the station, Andrew G. Haley, Washington counsel of KVOS, maintained the applicant had not demonstrated financial responsibility in compliance with FCC standards and that present operation of the station in public interest, convenience and necessity could not be questioned. FCC action upholding the KVOS license renewal came at an executive FCC session immediately after the oral arguments concluded, although Chairman Fly during the proceeding had indicated that the aggregate history of the station would be taken into consideration at all times, regardless of present operating conditions.

KYW News Pictures
OPENING DAY OF THE 1940 WORLD'S FAIR
1020 ON YOUR DIAL
WATCH THIS WINDOW REGULARLY FOR LATEST NEWS PICTURES OF INTEREST AND NEW ANNOUNCEMENTS OF INTEREST.
KEEP TUNED TO KYW FOR NBC-RED NETWORK PROGRAMS

(excerpt from letter to Mr. Milton Small of ILLUSTRATED CURRENT NEWS)

"I AM 100% SOLD!"

Says L. B. BEEUWKES

"We now have about 110 KYW-NEWS PICTURE DISPLAYS in high spot windows and locations in our listening area. As you know, we worked out our own promotion idea to take full advantage of them. To put it mildly, I have never seen anything click so fast or do a better job of station promotion. We figure that *without one cent of cost to ourselves* your attractive displays have not only materially increased our listening audience but that, as an indirect result, we will also pick up several new time contracts.

I am 100% sold—and I think it is a smart idea for any station. Incidentally, I am more than pleased with the way your organization handles all contracts and detail. Good luck—and you can tell the boys anywhere that we are for you!"

L. B. BEEUWKES
Sales Promotion Manager
KYW *Philadelphia*

* * * *and among other users are*

WBZ —Boston **WBZA** —Springfield
KDKA —Pittsburgh
WFBR —Baltimore **WMAL** —Washington
WELI —New Haven **WOLF** —Syracuse **WBNY** —Buffalo

Illustrated's Picture-News Service, together with the handsome, illuminated display shown above, is available FREE OF COST TO YOU in your area on an EXCLUSIVE USE contract. Write, wire or phone.

ILLUSTRATED CURRENT NEWS
INCORPORATED
NEW HAVEN, CONN.
27 YEARS OF SERVICE TO AMERICAN INDUSTRY
THE NEWS OF THE WORLD IN PICTURES
REFERENCES DUNN & BRADSTREET NEW HAVEN BANK, N.B.A.

PROFESSIONAL DIRECTORY

JANSKY & BAILEY
An Organization of
Qualified Radio Engineers
Dedicated to the
SERVICE OF BROADCASTING
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Consulting Radio Engineer
FIELD INTENSITY SURVEYS
STATION LOCATION SURVEYS
CUSTOM BUILT EQUIPMENT
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Consulting Radio Engineer
Highland Park Village
Dallas, Texas

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associated with Jansky & Bailey
Russ Bldg., San Francisco, Cal.

Frequency Measuring Service
EXACT MEASUREMENTS
ANY HOUR—ANY DAY
R.C.A. Communications, Inc.
66 Broad St., New York, N. Y.

CLIFFORD YEWDALL
Empire State Bdg.
NEW YORK CITY
An Accounting Service
Particularly Adapted to Radio

Radio Engineering Consultants
Frequency Monitoring
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Branch office, Crossroads of the World
Hollywood, Cal.

FM RULES & STANDARDS

Complete Reprints Ready!

Including: Standards of Good Engineering Practice Governing High Frequency (FM) Stations: 43-50 Mc.
—Adopted by the FCC June 28, 1940

Text of Rules Governing FM
—Adopted by the FCC June 22, 1940

One to 9 copies, 10c each • 10 or more copies, 5c each

BROADCASTING
National Press Building — *Broadcast Advertising* — Washington, D. C.

New WFAA Studios

WFAA, Dallas, on July 17 started remodeling the penthouse atop the local Santa Fe Bldg. to make way for its new studios. A large auditorium, seating about 300, and four smaller studios are to be included in the new WFAA quarters. Other features will be a master and four individual control rooms, artists' lounge, large reception room, fireproof music library, recording facilities, client audition rooms and 12 offices on a second level, above the studios. All offices and studios will be air conditioned. George Dahl, Dallas architect, drafted the plans for the new quarters, with assistance of NBC engineers and Raymond Collins, WFAA technical supervisor, who is in charge of the construction job. Martin Campbell, general manager of the station, has indicated construction should be completed and the new quarters ready for use by Jan. 1, 1941.

Gen. Baking on 30

GENERAL BAKING Co., New York, has started an announcement campaign for Bond Bread on about 30 stations located in cities in which the company has distribution. Schedules, calling for 19 announcements weekly, started on 18 stations July 22, on two stations July 29, and 10 more will be added Aug. 12. Company also started daily five-minute programs July 25 on WABC, WEAF, WJZ and WOR, New York, on July 25. Agency is BBDO, New York.

CLASSIFIED *Advertisements*

Help Wanted and Situations Wanted, 7c per word. All other classifications, 12c per word. Bold face listings, double. BOLD FACE CAPS, triple. Minimum charge $1.00. Payable in advance. Count three words for box address. Forms close 10th and 25th of month preceding issues.

Help Wanted

Station Managers & Employees—we have made satisfactory placements in nearly every section of this country with clients in 42 states and two U. S. possessions. Let us help you, too! National Radio Employment Bureau, Box 864, Denver, Colorado.

High Salaried Positions Confidential intermediary creates outstanding employment opportunities. Small cost. Let us help you. Details free. Write. PERSONAL PROMOTION SERVICE, 3 Crandall, Binghamton, N. Y.

SOME SALESMAN—who wants to make money on a good MBS outlet, selling a station already first in local advertisers' preference in metropolitan market of 400,000, may read this. If you have character, radio sales experience, not afraid to pound pavements, seek permanent connection on commission or salary, protected accounts, write J. P. Smith, WGRC, Louisville, or if in West contact S. A. Cisler, NAB Convention, Frisco, August 3-7.

Situations Wanted

COMBINATION ANNOUNCER-ENGINEER—good delivery, announcing is network calibre, five years experience. Box A884, BROADCASTING.

Young Man—with radio dramatics experience, stenographic experience and musical background desires position which will lead to announcer's post. Available immediately. All information on request. Box A887, BROADCASTING.

Executive Available—ten years experience, successively as regional salesman, station manager and now employed as network producer. Wish to return to local or regional station operation. Thoroughly acquainted nationally. Will go anywhere in U. S. Finest references. Married. Age 34. Box A890, BROADCASTING.

Engineer and Press Operator — desires change. 12 years experience broadcasting, radiotelegraph, maintenance. 100 and 5 KW network stations. Hold both first class radiotelephone and radiotelegraph licenses. Not a member any military reserve organization. Age 32. Good appearance, business experience. Go anywhere U. S. or foreign. Box A891, BROADCASTING.

Have been doing a full-sponsored ad-lib show for more than a year and a half but want to make a change about September 20. Age 27, no regional accent. Guarantee to do consistently good work on news, special events etc. For any station—100 to 50,000 watts. Best of references; transcriptions, photograph. Will go anywhere, but prefer medium sized station in Pacific Coast. If you want a man who is not afraid of work and who has had five years experience doing all type shows, write Box A885, BROADCASTING.

Situations Wanted (Continued)

Program - Studio - Director—plenty experience, ideas, initiative. Now employed announcer-producer 50 kw. station. Box A883, BROADCASTING.

Commercial Manager—married. Thirty-four. Experienced. Fine record. Employed. Southern station preferred. Box A882, BROADCASTING.

Reliable control room-transmitter engineer desires change. Now employed. North Central preferred. Age 23. Box A881, BROADCASTING.

Young Woman — with imagination and sound business sense, wants to write commercials. Substantial advertising background—planning as well as writing. Box A889, BROADCASTING.

Chief Engineer—now employed as chief of network local. Competent, cooperative, ambitious. Good reason for wanting to make change. Available short notice. Interested? Box A892, BROADCASTING.

Station Manager or Commercial Manager —thoroughly familiar with all phases of successful station operation. Business go-getter. Best references. Box A893, BROADCASTING.

Commercial Manager — 100 watter wants change position. Consider salesman larger station or commercial manager small station. Straight salary proposition. Now making $40 weekly. Box A886, BROADCASTING.

Chief Engineer—Eastern NBC outlet necessary to live in milder climate desires position in south or southwest. Present position 11 years. Satisfactory record as executive and engineer. Age 33. Available for interview at own expense latter part of August. Box A888, BROADCASTING.

For Sale

RCA TMV 75-B field intensity equipment. Herb Hollister, KFBI, Wichita, Kansas.

Two complete Universal professional recording machines. Used 30 days. $149.50 each. Russel M. Seeds Co., Palmolive Building, Chicago, Illinois.

Wanted to Buy

Wanted — relay transmitter. Give price, full details. KFRO, Longview, Texas.

I am the right buyer for a station with present earnings or good future. Location and class of station are my first questions, but I am interested in any section of the country and a wide range of types of stations both in size and earning power. Your response will be held confidential and I will arrange for immediate contact. Box A894. BROADCASTING.

CBS Makes Plans For School Series

New 'American School of Air' To Stress Hemisphere Subjects

EXPANDING its educational activities on a hemisphere basis, CBS estimated July 17 that 15,000,000 school children throughout the Americas will listen to its *American School of the Air* series, which will resume Oct. 7 for the new school year. Redesigned to serve Latin American countries and Canada as well as the United States, the CBS educational feature will incorporate a large amount of material drawn from these countries.

Among the governments that already officially have signified their intentions of participating are the Philippines, Hawaii, Alaska, Puerto Rico, Argentina, Brazil, Canada, Colombia, Chile, Dominican Republic, Honduras, Mexico, Panama and El Salvador, according to Sterling Fisher, director of the CBS department of education. Mr. Fisher also stated that other countries are expected to join in by the time the air school classes resume.

Arrangements for classroom evaluation of the *School of the Air* on a national scale also are being completed by Elphe K. Smith, president of the department of classroom teachers in the National Education Assn., whose membership includes more than 983,000 teachers. Projects are to be set up in various U. S. cities in cooperation with educational directors of the local CBS stations, designed to show teachers how best to use the series in classrooms.

Programs Changed, Renamed

Changes have been made in three of the five series comprising the *School of the Air* curriculum. The Monday *Frontiers of Democracy* programs have been replaced with another vocational guidance and social study series, *Americans at Work*, dramatizing production of vital American commodities and the lives of workers engaged in this production. Among distinctly Latin American products scheduled for treatment are cocoa, rubber, coffee and bananas.

The previous Tuesday program, *Folk Music in America*, has been renamed *Wellsprings of Music*, and traces music's emergence from work, play, religion, migration and human enterprise. The programs combine two groups of 13 broadcasts, alternately dealing one week with American folk music and the next with symphonic selections. Alan Lomax, assistant in charge of the archives of American folk song at the Library of Congress, will again conduct the folk music portion, while Philip James, music department director of New York U, will comment on the symphonic programs. French-Canadian and Latin American music will be included in this series.

Wednesday's *New Horizons* series on geography, history and science will use *The Waters of Life* as its 1940-41 theme, tracing the establishment and growth of New World civilization as influenced by great navigable bodies. Programs will dramatize the first migrations of Asiatic tribes, the Aztec, Incan and Mayan civilizations, and the Spanish, Portuguese and English voyages of exploration.

Latin America is represented on the Thursday literature series, *Tales from Far and Near*, by dramatizations of such books as "Nanga", "Aztec Drums" and "The Dauntless Liberator". Two Canadian books to be dramatized are "Petite Suzanne" and "Traplines North", both with a Canadian locale.

Current public issues will be enacted, with a background of Pan-American relations, as a feature of the Friday *This Living World* broadcasts, to originate each week from a different New York City high school. The final third of each broadcast will consist of open forum discussion of the issues presented.

'BALLAD FOR AMERICANS'

Couldn't Draw Much Attention on the Stage But Radio Made It a Resounding Hit

RADIO may doff its cap and take a bow once more for another musical success story. Certainly its most spectacular individual achievement this year in the field of music was popularizing the now famous "Ballad for Americans", hailed as the new "nation's song". By the time it was broadcast late in June as the highlight of the opening ceremonies of the Republican National Convention in Philadelphia, radio already had established the soul-stirring anthem as an American epic—after it had been tossed about for some time without taking hold.

The "Ballad" is Broadway's newest success story. The selection, written by Earl Robinson and John Latouche, was produced originally a year ago as the finale for "Sing for Your Supper," a stage play of the Federal Theatre Project. The play ran for six weeks without creating much stir—and so did the song—until Congress put an end to WPA theatrical activities. The song apparently died with the show and the Federal Theatre Project.

But Norman Corwin, CBS producer, had seen the play and was attracted by the "Ballad". He arranged for Paul Robeson, famous Negro baritone, to sing the solo part on the CBS *Pursuit of Happiness* show early in November. The radio audience responded immediately, demanded a repeat performance. This came on Dec. 31. Overnight the movies and music publishers began scrambling for exclusive rights. Meanwhile, with other soloists, including Lawrence Tibbet, James Melton, Ray Middleton, the "Ballad" is becoming increasingly popular with symphony orchestras. MGM, which purchased the movie rights, plans a film based on the "Ballad". And the Republican party has adopted it as its campaign song, along with Irving Berlin's "God Bless America"—which also owes its success to Kate Smith's efforts in plugging it on her radio programs.

TRY ONE AT OUR EXPENSE!

Prove to your own satisfaction the superiority of ROYAL FOLDING CHAIRS

1. MOST COMFORTABLE.
2. STRONGEST—all models guaranteed.
3. NEAT APPEARING—REFINED.
4. LIGHT WEIGHT—EASY TO HANDLE.
5. SAFEST TO USE—NON-TIPPING.
6. MOST ECONOMICAL TO BUY—A folding chair for every need.

FOR FREE 30 DAY TRIAL

First, mail coupon below for our new catalog. Select the chair you like. We'll ship it immediately—prepaid.

Sign below and attach to business letter head for New Royal Folding Chair Catalog

Mr._____

ROYAL METAL MFG. CO.

173 N. Michigan Ave., Dept. Q-2, Chicago
New York • Los Angeles • Toronto

"We Have Not Spent One Cent on Repairs or Maintenance!"

. . . another reason why

Lingo is a good investment

This noteworthy statement from a chief engineer is additional proof that Lingo "Tube" Radiators deserve the attention of you, to whom economy must combine with efficiency. Our exclusive 5 YEAR GUARANTEE is your assurance of the strength and durability of Lingo copper-bearing seamless steel tubes . . . an achievement in antenna design that assures peak performance. If you are like other alert radiomen, you will want to know more about Lingo Radiators, and how they will step up the efficiency of your station and give you the extra coverage that today's competition demands.

• Write for illustrated brochure and technical report. Please send location, power and frequency of station.

JOHN E. LINGO & SON, INC. Dept. B-8 CAMDEN N. J.

LINGO VERTICAL TUBULAR STEEL RADIATORS

ALLEN KANDER & COMPANY, INC.

Consultants in the purchase and sale of Broadcasting Stations

150 Broadway
New York

Telephone: Cortlandt 7-2816

WITH a half-hour Saturday afternoon program series that started July 27, CBS is aiding the U. S. Army recruiting campaign. Interviews with officers, enlisted men and their families, and music from the U. S. Military Academy band make up the programs, conducted by Ray Perkins, veteran radio artist and a Major in the Army Reserve Corps. Network series was planned after a spot announcement campaign recently conducted by 60 stations in New York, New Jersey and Delaware, the Second Corps Area, had produced a noticeable rise in enlistments. Approximately 75% of the new recruits attributed their interest to the radio announcements, Army officers stated.

DOUBLE POWER!

CJOR's new Western Electric 1000-watt transmitter will double the power of the only Vancouver station to retain its wavelength under the Havana Treaty.

CJOR

Vancouver, B. C.

Nat. Rep:
Joseph Hershey McGillvra

Purely PROGRAMS

Philly's Wizards

JACK STECK, announcer at WFIL, Philadelphia, has devised an *Information Please* in reverse for the shows he presents at Woodside Amusement Park. It's a *Worry the Wizard* contest with announcers at other stations, who have a big local following because of their recorded programs, participating. With Steck acting as ringmaster, the "wizards" include James Dillon, WPEN; LeRoy Miller, KYW; Pat Stanton, WDAS; Fred Moore, WIP. Each Wednesday evening the announcers take to the park platform to answer questions on anything and everything fired at them by park visitors. $1 is given to each person getting up to ask a question, with an added $1 if the question stumps the "wizards." The contest is not broadcast now but it is planned to carry it on WDAS as soon as time is cleared.

* * *

'Let Freedom Ring'

WGN, Chicago, on July 21 started a weekly half-hour presentation of Americana in song and drama titled *Let Freedom Ring*. The program selects songs from all times and all sources in American history, each being presented in a setting typical of its mood, time or atmosphere. Included on programs is a miniature drama that enacts a significant occurence in history. William Hodap is the author.

Amarillo's Safety

SAFETY COUNCILS in Texas Panhandle towns are an outgrowth of a program idea of KGNC, Amarillo, the *Legion of Safety* series heard weekly under auspices of Hanson Post No. 54 of the American Legion. Out of the local program grew the Amarillo Safety Council, appointed by Mayor Ross Rogers, with Maynard Drake, safety director of the post and director of the program, as president. All phases of public safety are discussed and acted upon at the weekly meetings held in the KGNC studios and attended by representatives of all civic organizations. Recently members of the original Amarillo Council have been called upon to visit other Panhandle towns to help organize similar councils there.

* * *

Homemakers' Sustainer

COOPERATING with the local Housewives League, WMBG, Richmond, Va., has started the new thrice-weekly quarter-hour sustaining show, *The Homemaker Speaks*. Listeners send in questions pertaining to the home. Queries then are classified and turned over to local experts who appear on the program later to give answers. For example, a dietitian answers questions on the proper food for infants; a banker, queries on budget planning; interior decorators, home furnishing. Time cannot be purchased on the feature.

* * *

Mr. Memory

HEARD thrice-weekly on WSB, Atlanta, *The Teen Age* presents headlines and news events of a quarter-century ago against a musical background. The feature not only presents 25-year-old local and national news digests, but compares them with present-day reports, i.e., accounts of British German warfare and international conditions in 1915 and 1940. Narrator on the show is Roy McMillan, WSB program director, known on the program as Mr. Memory.

* * *

Medical Salutes

SALUTING the El Paso County Medical Society, KTSM, El Paso, Tex., has resumed its *Pathfinders of Medicine* series. The dramatic series, first produced in 1937, tells the story of great doctors through the ages, from Hippocrates to Osler. Research and dramatization is handled by Conrey Bryson, KTSM continuity director.

* * *

Breakfast Golf

LISTENERS wishing to learn the fine points of golf during their Saturday or Sunday morning breakfast hours can tune in on *The Golf Reporter* on WINS, New York, and hear Bill Allen give informative talks about the game and how to play it.

* * *

Scouting Lore

ACTIVE IN local Boy Scout work and a Scoutmaster in his own right, Phil Underwood, of the engineering staff of WLW-WSAI, Cincinnati, has started a weekly quarter-hour Scouting program of his own, *Boy Scout Troop of the Air*, on WSAI.

LUNCH LISTENING
In Philadelphia Drugstores
Promoted by WDAS

SURVEYING drugstores in the Philadelphia area WDAS, Philadelphia, noted that the majority kept a radio tuned in most of the day. With this in mind, WDAS is now offering all the stores a new type of sales promotion help—an audio display.

In a letter to the druggists, WDAS points out that many of the items they carry in stock are advertised on the station. During the lunch hour, the station pointed out, from noon to 1:30 p.m., WDAS broadcasts musical programs for Dr. Lyons Toothpaste, Bayers Aspirin, California Syrup of Figs, Glostora, Phillips Milk of Magnesia and Mulsified Cocoanut Oil. The letter urges druggists to keep their radios tuned to WDAS during that period. The fountain crowds not only would hear the luncheon music but would be asked at the same time to stop at the drug counter for any of the products mentioned during the broadcast.

In addition, the promotion department of the station is planning a visual display which will incorporate the radio set itself as the central figure, surrounded by the various advertised products. On the lunch counter are self-addressed postcards to the station, so listeners may send their requests to be heard the next day when they visit the fountain again for lunch.

* * *

Big Money Quiz

OFFERING more than $1,000 worth of prizes each month, the local Zale Jewelry Co. has started the new quiz show, *Zale-Quiz*, on KGNC, Amarillo, Tex. A different type of question is posed for each of the five days weekly the program is heard, and printed cards with instructions and space for answers are distributed weekly through the jewelry company. Entrants must answer all five questions each week to win a prize. Questions include true or false, song titles, missing word, last lines and right or wrong statements.

* * *

Capsule Quiz

WHEN the sponsor, a men's clothing store, asked for something different, Dwight Merriam, announcer of WKBN, Youngstown, O., came up with what is claimed to be the shortest complete quiz program on the air, *What's Your Answer?* The five-minute daily broadcast presents two announcers who, besides pulling a series of gags, mention the sponsor and ask a single question each day. The listener with the most nearly correct list of answers at the end of each week wins a man's suit.

* * *

News in Dialogue

A DIFFERENT type news commentary program is offered by WBNX, New York, with the weekly quarter-hour *Tomorrow - Today* broadcast during which Richard Thomas, former AP correspondent and shortwave news commentator in Europe, and Miss Mori Fremon, free lance newspaperwoman and press agent, discuss in dialogue from the facts behind the news. The couple informally analyze late bulletins using as background material their experiences abroad.

★★★

In Syracuse:

★ Printers' Ink's Study of "Families and how they Live" gives Syracuse a rating of 229—highest of all cities in upstate New York.

★ Sales Management Survey of Test City Markets discovers 162 Agency Executives rate Syracuse second among all cities of 100,000 to 500,000 in the Atlantic States.

WSYR
Syracuse, N.Y.
570 Kc. • NBC

And in Syracuse the station that provides outstanding NBC Network shows, that retains in 1940 seventy percent of its 1927 advertisers is

★★★

WSYR Syracuse, N.Y. NBC — WTRY Troy, N.Y. — WKNE (WNBX) Keene, N.H. CBS

Representatives — PAUL H RAYMER COMPANY

The Hams' Own

AMATEUR radio operators now have their own program on WHAT, Philadelphia. Titled *Hams On the Air*, it is produced, directed and supervised by Joe A. Grady, newest addition to the WHAT announcing staff and himself a "ham", operating W3FVW. The weekly program is intended to acquaint ordinary listeners with the doings of the amateur radio operators, and also to acquaint the "hams" with information concerning "rigs," hookups, weather conditions and technical information.

* * *

Everyman's Salutes

PILOTING the *Morn Patrol* on WCKY, Cincinnati, Al Bland has evolved a new idea in radio salutes. Instead of saluting a celebrity or a city, each morning he selects one family from his listening audience and spends a few minutes talking about these everyday folks. He tells about the members of the family, when they get out, what they eat for breakfast, where Dad works, what Mother thinks about current problems and styles, where the youngsters go to school.

* * *

Victory as Motif

CFCF, Montreal, has started a daily quarter-hour *Thought Barrage* as part of its war effort. The program starts with the signaling of "Victory, Victory" in code, followed by an announcement, then the thought-barrage message. The program is daily produced by James A. Shaw, CFCF manager, with the purpose of having listeners concentrate their will and minds on the idea of victory.

* * *

Summer Doings

DESIGNED primarily for summer visitors, WBAB, Atlantic City, has started *Amusement Page of the Air* as a regular Thursday evening feature. In addition to covering the resort's best known attractions, the program provides up-to-the-minute information about theatres, amusement piers and night clubs, together with movie and radio gossip.

A NEW IDEA in programs for women has been put on the air by WSPA, Spartanburg, S. C., with Jane Dalton (left) interviewing colored Southern cooks borrowed for the occasion from some prominent Southern kitchen. As part of the *Woman's Viewpoint* program, Miss Dalton each week chats with a Mammy about current affairs and such, as well as cooking and recipes. The interviews, full of surprises, have proved highly entertaining, and listener reaction in buying various grocery products to try out a favorite recipe has been immediate.

Fashion Looking

KPO, San Francisco, is flirting with big department stores and specialty shops with its recently launched feminine shopping program, *KPO Fashion Window*, conducted by Gagnier. Each day Gagnier, the KPO stylist, makes a round of some of the city's best stores. In her broadcasts she mentions some particularly good buys observed. No names of stores are mentioned. Listeners must call KPO to obtain the information.

* * *

Kids' Postcards

HEARD twice weekly on WHAM, Rochester, N. Y., *The Postcard Lady* is an original series written by Mrs. Timothy M. Keenan. Girls and boys join the Postcard Lady's Club by sending her an interesting postcard. Each receives a membership badge, and a two dollar award is made each week for the most interesting card. On each program the *Postcard Lady* dramatizes the story of one of the cards.

Red Cross Safety

AMERICAN RED CROSS on July 28 started a second series of *Listen & Live* broadcasts on NBC-Blue each Sunday afternoon. Programs are designed to teach the general public some the rules of safety as part of the Red Cross's program of life saving through education.

* * *

How to Fish

THE *Hunting and Fishing Club* on KYW, Philadelphia, in cooperation with the Dover Fishing Club, has established a novel school for free instruction in fishing and casting. Each Monday evening, at one of the pools in Philadelphia's Fairmount Park, Joe O'Bryne, director of the KYW program, and another member of the fishing club are on hand to give free casting lessons to any boy or girl between 10 and 15. Details of the instruction are broadcast over the station each Friday evening during the program.

* * *

To American Music

DEDICATED to American music and its evolution, *Our Musical Heritage* is a new program recently launched on KGO, San Francisco. The feature is released Fridays, 7-7:30 p. m. (PST) and features Camilla Romo, soprano, the Knickerbocker Quartet and an orchestra conducted by Ricardo. All tunes on the broadcasts must be by American composers. Whether it be symphony or gut-bucket jazz, the composition will be American and contains something of the cosmopolitanism of America.

IMPORTANT FACTORS IN CHOOSING A TEST MARKET -- *Baltimore has all 10!*

1. Good advertising coverage at reasonable rates.
2. An average income (as determined by *Sales Management's* Survey of Buying Power) which correlates closely with the section, or its population group.
3. A population which is diversified, representative, well-balanced, of average cultural level.
4. An average level of business activity.
5. Suitable and sufficient distributive outlets.
6. Well-diversified industries.
7. A self-contained economy; be well-isolated in relation to other larger markets.
8. Close to average retail sales per family.
9. Compact boundaries, for sales efficiency and frequent checks.
10. Advertising media which will cooperate in making a test.

WFBR
ON THE NBC RED NETWORK

EDWARD PETRY & CO.
National Representatives

Dominant
IN THE 9th RETAIL MARKET
KSTP
The Northwest's Leading Radio Station
NBC BASIC RED NETWORK
MINNEAPOLIS ● ST. PAUL, MINN.

We're Happy In Zanesville

. . . . . and so are the advertisers who use "OHIO'S BIGGEST LITTLE RADIO STATION" in America's Typical Market.

52,229
Radio Homes
214,241
Listeners
with the
WHIZ Habit

Will make you happy, too, because there is not a better Radio Buy in the good ole U.S.A.

WHIZ
Zanesville Ohio
with
NBC Red & Blue
John Blair & Co.
National Representatives

TOP PERFORMANCE BY EVERY TEST

AND EVERY G-E FM TRANSMITTER PASSES 100%

QUICKLY, accurately, G-E engineers determine by thorough square-wave measurements the over-all performance characteristics of *every* General Electric FM transmitter. Carefully they check frequency stability in the G-E "torture chamber" at temperatures from freezing to 122 F.

Noise level, cross modulation, linearity—from every angle General Electric proves the capabilities of each unit before it goes onto the job. That is your assurance of dependable, high performance at low cost.

These typical square-wave measurements show an a-f characteristic that is flat within ±0.5 db from 15 to 16,000 cycles.

Features Like These in G-E FM Transmitters* Speak for Themselves

EXCEPTIONAL FREQUENCY STABILITY	*Over a room temperature range of 32 to 122 F, stability is*	±0.0025%
FULL DYNAMIC RANGE	*At 100% modulation, FM noise is down from signal level*	70 db
SMALL TUBE COMPLEMENT	*All G-E tubes. Entire 1-kw transmitter requires*	only 31
SMALL SIZE	*Completely self-contained. Floor space required by 1-kw transmitter is only*	9.3 sq ft
AMAZING FREQUENCY RESPONSE	*A-f characteristic from 15 to 16,000 cycles is flat within*	±1 db
ACCESSIBILITY TO ALL TUBES	*By merely opening main doors, all tubes are accessible*	INSTANTLY

General Electric offers a complete line of FM equipment: 250-watt and 1-, 3-, 10-, and 50-kilowatt broadcast transmitters; 50-watt relay transmitters; G-E transmitting tubes; G-E crystals; FM antennas; FM home and station receivers; also FM police and emergency systems.

Complete information can be obtained through any of the 80 G-E sales offices (in principal cities). Consult our local representative, or write General Electric, Schenectady, N. Y.

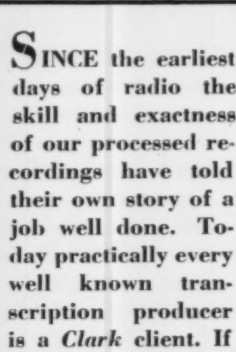
**Designed by General Electric under Armstrong license*

GENERAL ELECTRIC

160-4

CLARK
for
QUALITY
in
ELECTRICAL
TRANSCRIPTION
PROCESSING

SINCE the earliest days of radio the skill and exactness of our processed recordings have told their own story of a job well done. Today practically every well known transcription producer is a *Clark* client. If you are interested in quality transcription processing we are at your service.



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Phonograph
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Review of 1939-40 NAB Activities

LABOR RELATIONS

Joseph L. Miller
Labor Relations Director

SINCE the 1939 convention in Atlantic City, the NAB and all its departments have had a busy fiscal year, as evidenced in these reviews of the activities of the various NAB divisions. A complete report on each department's activities will be offered by department heads at the 1940 convention in San Francisco.

A PROGRESSIVE labor policy continues to pay dividends to the broadcasting industry — chief among them organized labor's continued friendship, goodwill and respect, although more tangible dividends have been apparent in the industry's day-to-day dealings with its employes and their representatives.

The industry's average weekly pay check of $45.20 is believed to be the highest in the country, and although it is difficult for broadcasing employes to keep the regular hours of factory workers, the average workweek in the industry was decreasing toward 40 hours even before Federal wage-hour legislation was enacted.

As a whole, the industry has accepted collective bargaining as a normal and permanent part of its relationship with its employes. Only two stations in the last two years have been accused by the National Labor Relations Board of violating the Wagner Act—during a period when broadcasting employes were rapidly organizing.

Nine Strikes Reported

Nine broadcasting strikes have been called to the attention of the NAB during the last year—six resulting from failure of stations to agree with technicians' unions on the terms of first contracts; the other three from failure to agree on terms for the employment of staff musicians, all three finally settled by compromise. Inexperience with collective bargaining and its technique on the part of station managers undoubtedly was a factor in these difficulties, and stations utilizing the service of the NAB labor relations director in making first contracts fared better.

Compliance with the Wage & Hour Act has turned out to be a severe industry headache. Rules, regulations and official opinions are so many and complicated that half the labor relations director's time during the last year has been devoted to trying to keep member stations out of wage-hour trouble. Approximately 500 inquiries about how to comply have come to the NAB labor relations department. The association is making efforts to broaden exemptions under the Act, either through redefinition of terms like "executively", and "professional" or by setting a wage-level exemption, probably somewhere between $150 and $200 a month.

There has been a tendency during the last year for a few scattered individual broadcasters to allow themselves to be carried away from the industry's general labor policy by the wave of reaction following certain labor excesses of the last five years. This is entirely natural. But an individual broadcaster should think twice before departing from the industry's labor policy, taking a long-range view. On a dollar-and-cents basis it will pay to get along with labor. By avoiding strikes and futile labor litigation, the industry already has saved an incalculable amount during the two years since the NAB was reorganized.

Peace with AFRA

The director's only complaint after two years of service, is that individual members have not made more use of him. Most of the few labor difficulties stations have encountered in that time could have been averted if the NAB had been consulted in time.

The industry is currently at peace with the American Federation of Musicians. Although neither the industry nor the union is completely satisfied with the present arrangement, it appears to be working out reasonably well and to have been the best practical adjustment of a difficult problem. The networks and their affiliates since Jan. 17, 1940, have continued to employ staff musicians, generally speaking, and to pay them the same total annual salary they paid under the national agreement which expired Jan. 17. As a result of this general policy, AFM has dropped its demand of last Nov. 2 for a new national agreement with a $1,500,000 increase.

A large group of non-network stations is continuing to operate under a national agreement which calls for "quota" expenditures for staff musicians until September, 1940. It seems doubtful that the union will press for renewal of this agreement if the non-network stations continue to employ staff musicians as they have for the last two years.

IBEW Expansion

The International Brotherhood of Electrical Workers (AFL) has led the pack of unions trying to organize broadcasting employes during the last year. IBEW, which takes in only technicians, claims more than 200 contracts with radio stations, and is talking about trying to get a national agreement within a few years. The NAB, in its advisory capacity, and IBEW are approaching common ground on the general form for a contract to cover station technicians, although there have been no direct negotiations along this line and none are contemplated for the immediate future.

The American Federation of Radio Artists has continued to concentrate its activity in the larger production centers. Although the union has obtained a few new contracts during the year, it struck a snag when it demanded extra fees for staff announcers for reading commercial announcements. The issue arose almost simultaneously in St. Louis, Chicago, Cincinnati, Philadelphia and Schenectady, and in only one instance did a station capitulate to the union's demand.

This summer AFRA approached transcription companies with a proposal for an agreement or "code" to cover wages, hours and working conditions of announcers, actors and singers. In addition to causing a material increase in cost of transcriptions to stations, the proposal would forbid the companies to furnish transcriptions to any station declared "unfair" by AFRA. The NAB advised both AFRA and the companies that the industry considered application of such a clause would be illegal.

ACA, ANG SLOW

The American Communications Assn. (CIO), which takes in all broadcasting employes but artists, has secured a few new contracts during the year, but it has not expanded on a scale with rival AFL unions. ACA membership still is confined almost entirely to Washington, Baltimore, Philadelphia, New York and Buffalo.

The American Newspaper Guild, the other CIO union in the broadcasting field, still holds a few contracts covering radio writers, announcers and some technicians, although it was organized as a news-

ENTHUSIASTIC
RESPONSE
is accorded programs over KWKH reaching one of America's most receptive markets within 150 mile radius of Shreveport.
50,000 Watts
A SHREVEPORT TIMES STATION
KWKH
Represented by The Branham Co.
CBS
Shreveport Louisiana

WFBG
ALTOONA PENN.
providing the ONLY full coverage of the Altoona trading area
Now
NBC-RED
and
FULL TIME OPERATION

paper employes' union. Expansion has been slow.

Of the nine strikes reported to the NAB, five were called by IBEW, three by AFM, and one by ACA. All the IBEW strikes resulted from a disagreement on terms for a first contract, with the closed, or union, shop a leading issue in each case. The three musicians' strikes resulted from failure to agree on the amount the stations were to spend for staff musicians during the year. Disagreement over terms for a first contract led to the single ACA strike.

Labor Is Happy

The only jurisdictional dispute arising during the year was between IBEW and the Stagehands' Union, over which one's members should operate television cameras and handle electrical equipment for television shows. There has been no show-down yet.

Owing largely to the increased liberality of the networks during the past winter in giving national labor leaders time on the air, both the AFL and CIO are happy about the broadcasting situation. The NAB labor relations director arranged for an increase in the number of labor talks last fall when the CIO was looking with a wary eye at the NAB program code, feeling it would be used to keep labor off the air.

In a few instances the code has been used to keep local labor leaders off the air, but by and large it has worked to labor's advantage. By arrangement with both AFL and CIO, neither makes any complaint to the FCC without first consulting the NAB. During the last year only one complaint went to the FCC; dozens of others were amicably adjusted.

Convention Displays

FOLLOWING custom established two years ago, station promotional material will be exhibited at the NAB convention headquarters in the St. Francis Hotel, San Francisco Aug. 4-7. The NAB has asked that promotional material be shipped to Arthur Stringer, at the hotel, along with instructions for posting in the exhibit room. General displays will depict NAB membership and organization information, along with elaborate charts and graphs on copyright and the functioning of Broadcast Music Inc.

WHOM
BROADCASTS 5½ hrs. daily in Polish to over ½ million Poles — in addition to Italian-German-Yiddish-Spanish.
Get Details
JOSEPH LANG, Mgr.
29 W. 57th St. N. Y. City
A FAIR WORLD IN ITSELF

RESEARCH

Paul F. Peter
Director of Research

DURING 1939-40 research activity of the NAB has covered a wide variety of fields, ranging from statistical studies to development of revised accounting procedure and a unit plan for measuring broadcast advertising volume. The work started by Mr. Peter in assembling basic industry data has continued, and the research department is better able to answer requests for information from the membership and general public. Much time has been devoted also to collecting information and making special analyses for NAB officials and committees.

Collaborating with the NAB accounting committee, the research department has devised a new program log, recommended as satisfying the requirements of the revised FCC rules and regulations governing broadcast stations. The FCC has indicated that the recommended form and instructions satisfy the conditions of the requirement that stations log all their programs.

Accounting Manual

Another practical development during the year is the revised accounting manual, also devised in collaboration with the accounting committee. The "Accounting Manual for Broadcast Stations" gives particular attention to the aligning of accounts to provide a direct and inexpensive means of preparing the FCC financial report, as well as for Federal and State income tax purposes. The manual also emphasizes the providing of a system that will produce the vital financial facts needed in conducting the business of broadcast advertising.

Among coming projects to get consideration in the future from the research department are two to be conducted in collaboration with the American Assn. of Advertising agencies — standardizing invoice forms used in billing for radio advertising, employing the official program log required by the FCC as an unimpeachable proof of performance document to obviate the necessity of affidavits, and revising the standard order blank for spot broadcasting.

The research director and the research department was active in cooperating with industry representatives and Government agencies in pressing the Census Bureau to include a radio question in the 1940 census. A single radio question—"Is there a radio in this dwelling?"—was included in the Housing Census schedule. Replies to this question will revise the industry figure on the number of U. S. radio families, but they will yield no definite information as to the number of radios in each home, nor a count of automobile radios, sets in places of business, hotels and institutions. It is hoped the Census Bureau will grant the request that the radio question be analyzed against the census question on family income as well as other census breakdowns.

Annual Count of Sets

At direction of the research committee, the research department is preparing plans to develop annual estimates of the number and distribution of radio sets in the country. Plans encompass a continuous survey which will yield, in addition to receiving set data, figures on available audiences at various hours of the day and actual amount of radio set use. The plan, as developed, employs much the same method as that used by the Joint Committee on Radio Research in its study of rural radio ownership and use in the United States.

During the year the research department also has devoted considerable time to developing information on music copyright, in conjunction with ASCAP negotiations and formation of Broadcast Music Inc. Other activities include cooperation in the work of the Federal Radio Education Committee of the Office of Education; issuing and studying answers to various questionnaires, i.e., department store radio advertising, foreign language programs, wage-hour problems.

The research department also is preparing reports of research methods that may be employed in developing reliable information on program audience. The reports will be available in manual form for use by stations conducting their own research or other stations, employing outside research agencies, to serve as an aid in understanding and evaluating the methods employed. Both the research committee and the research department also are studying methods for determining station service area, cooperating with the engineering committee.

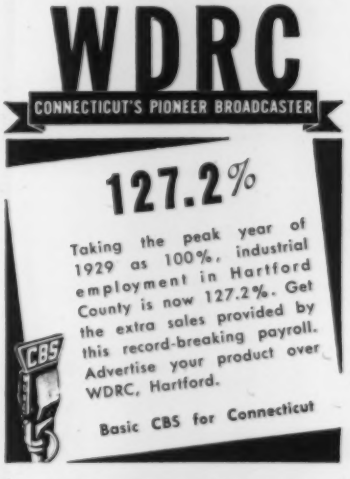
AN INCREASE in power from 100 watts daytime to 1,000 watts until sunset at Chicago, on 970 kc., was granted WIBG, Glenside, Pa., July 5 by the FCC.

PROMOTION

Arthur Stringer

ACTIVITIES of the NAB promotion department divide into two parts—institutional promotion and circulation promotion—although in most instances a single activity covers both phases. Every effort is made to gear promotions to individual station activity, with stations admonished to "write your own ticket". In many cases, competing stations in a single city have joined hands in industry promotion to present a united front in selling the radio medium to the public.

Utility sales promotion has been a major project during the year, the promotion department taking the position that "your power com-


WDRC
CONNECTICUT'S PIONEER BROADCASTER
127.2%
Taking the peak year of 1929 as 100%, industrial employment in Hartford County is now 127.2%. Get the extra sales provided by this record-breaking payroll. Advertise your product over WDRC, Hartford.
CBS
Basic CBS for Connecticut

WATTS WHAT BECOMES WHO'S WHO

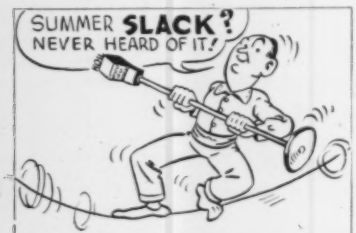
TIME buyers are beginning to see the waste in buying watts they cannot use. They are shifting their schedules from watts what to who's who.

In the Richmond area—WMBG is the Red Network outlet. A minute spot on Richmond's WMBG—the Red Network station —costs only $15.00—night time rate. A minute on the other leading Richmond Station—night time rate—costs $35.00—saving $20.00.

WMBG offers you the Red Network audience—5000 watts daytime—1000 watts night—and equal density of coverage. WMBG charges you only for what it covers —a saving of $20.00 on a minute spot—other savings in proportion. Before you buy—get the WMBG story. WMBG NBC Red Outlet, Richmond, Va. National Representative—John Blair Company.

pany can be your best local customer". From radio ownership figures it is apparent that every domestic utility customer owns at least one radio receiver. As a current consuming device, radio sets have been rated fourth among electric appliances, accounting for 14% of the entire domestic appliance load, according to the *Edison Electric Institute Bulletin.*

Whatever a utility does to increase radio listening, to its own programs or the programs of others, has the same effect as putting additional appliances on the line, except that the consumer need make no capital investment whatsoever. Since January additional power companies have been converted to the use of broadcasting; others have increased their schedules. By experience broadcasting is being found the most economical method of reaching the power companies' customers, either to induce purchase of appliances or to increase the use of appliances now in the home.



. . . business is better than ever at

KOIL

. . . Omaha's basic Columbia station!

Don Searle, General Manager
Katz Agency, National Rep'r.

States Participate

The grass roots promotion, National Radio Festival, held the stage during May and June, and in some cases will continue into the State and county fair season in August and September. More stations participated in Radio Festival than in previous promotions, and for the first time a State—Connecticut—registered 100% participation of all its stations. Nine State governors have issued official proclamations of the Festival, along with a great number of mayors. Comments received from officials of participating stations have indicated the success of the promotion.

To raise the plateau of summer listening many stations are participating in the twin promotion: "Listen While You Ride", to push auto radio sales, and "Listen While You Play", promoting portable sets. This approach to the problem of increasing listener availability to programs is bearing fruit. One student of the question attributes a large part of this summer's 15% increase in the amount of listening to the growing ownership of auto radios and portable sets.

"Radio Christmas" was another seasonal promotion, emphasizing circulation as well as good will through a drive to replace old radios with new sets, then repair the old sets for distribution to underprivileged families. Local dealers and distributors, along with servicemen's organizations, cooperated in the drive.

Last year's autumn time change was ushered in with *Curtain Raiser*, an industry-wide promotion credited with contributing substantially to circulation increases. Another project was publication of a 16-page roto booklet, *Radio's Riches*, in April.

The NAB research department estimates that a total of 44,000,000 active radio sets were in operation in the United States on Jan. 1. Some 28,000,000 radio families have a least one set. But in those homes are 7,500,000 extra sets and 6,500,000 auto sets. Two million additional receivers are located in offices, stores, institutions, apartments, etc. The promotion department is aggressively interested in adding to the 7,500,000 extra or "secondary sets", but it is interested also in replacing primary sets by "primary sets", rather than by "secondary sets", because of superior quality reproduction.

Servicemen Cooperate

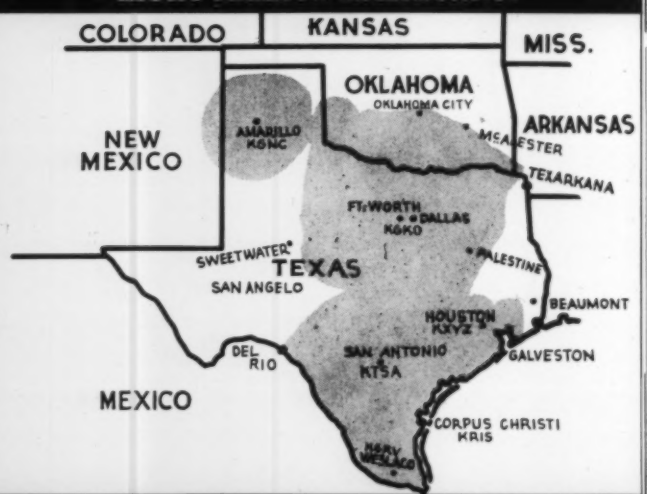
Cooperation with local radio servicemen has been advanced through the work of the promotion department in pointing out the mutual benefits resulting to both the servicemen and operators. Radio Servicemen of America cooperates wholeheartedly with the NAB, which urges establishing more chapters of the national servicemen's organization. RSA's guaranteed service plan, with qualification of local chapter members, is operating in some 40 cities. Refinements in the plan were suggested by the NAB engineering department, which worked out minimum standards for servicemen.

On July 19 the promotion department announced and outlined a plan for recruiting 100,000 trained workers for national defense agencies. The assignment was accepted from the U. S. Civil Service Commission by NAB, on behalf of all U. S. stations.

With a radio campaign certain this year, another promotion, "Listen Before You Vote", was announced July 18. Designed as a combination institutional and circulation-building campaign, Sept. 1 is the suggested date for publicly launching the "Listen Before You Vote" campaign.

The Lone ★ Chain

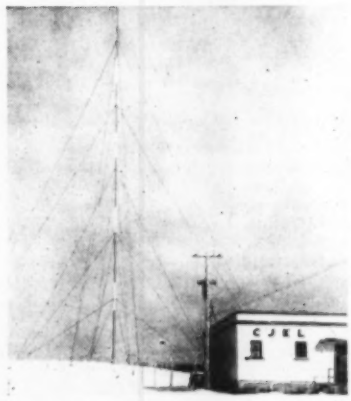
HOW to WIN SALES in a TWO BILLION DOLLAR Market and INFLUENCE EIGHT MILLION AMERICANS!



THE ONLY ADVERTISING MEDIUM FOR HOLEPROOF COVERAGE FROM THE TEXAS PANHANDLE TO THE MEXICAN BORDER!

For rates and availabilities contact any LSC station, Howard Wilson Co., or James W. Pate, LSC Managing Director, Star Telegram Bldg., KGKO, Fort Worth

Footnote: Primary Coverage Only



LASHED DOWN to resist Canadian wind, hell and high water is this new antenna of CJKL, Kirkland Lake, Ont. It is a Lingo guyed tubular steel vertical radiator 294 feet high. It is guyed at five elevations in four directions, spaced 90 degrees. The guys at the two upper elevations are high strength Copperweld steel strand ⅜ inch diameter. Those at the three lower elevations are extra high strength Copperweld strand ½ inch diameter.

ENGINEERING

Lynne C. Smeby
Director of Engineering

APART from a welter of routine functions of the NAB Engineering Committee, its particular interests during the year lay with television, FM, facsimile and allocations problems arising from the Havana Treaty. The committee also had special duties to perform in connection with general FCC regulatory changes, such as devising a sample transmitter log. These interests and functions will remain substantially the same for a year.

With appointment Dec. 31, 1939, of Mr. Smeby as fulltime engineering director, it was decided also to expand the engineering committee membership from 15 to 21 to allow a representative from each district. Following this pattern, the 1940-41 committee will include a member from each district, a member representing each of the three national networks, and a chairman. The committee was supplemented by an executive engineering committee of six, appointed Dec. 28, 1939, by President Miller to serve until the 1940 convention.

Many Technical Developments

The last year has been one of interesting technical developments in the industry, all of which the engineering committee has actively studied. Highlighting television developments were the two FCC hearings held in 1940, on Jan. 15 and April 8. A hearing on FM was held by the FCC March 18.

Stemming from allocation changes embodied in the Havana Treaty, corollary problems in that connection include: resetting pushbuttons on receivers, extending the tuning range to 1600 kc. where necessary, realigning the intermediate frequency amplifier of receivers in cities where stations will move to 910 kc., and changing call letters on pushbuttons and dials. These problems are being worked out with Radio Servicemen of America and Radio Manufacturers Assn., and plans for proper publicity are being formulated. Although the reallocation was tentatively set for Aug. 1, other countries that were parties to the Havana Conference have made exceptions to the original agreement, bringing up doubt as to whether the agreement will go into effect at all. At any rate, it probably cannot be put into effect earlier than Dec. 1.

In the interests of bringing about a uniformity in coverage work, the committee has formulated a recommended practice for field intensity survey for the purpose of estimating field strength

FIRST in PHILLY

C. E. HOOPER SURVEYS

audiences of Phila. Network stations
9:15-9:30 A.M. Mon. thru Fri.—4 Mo. Avg.

WFIL	**23.2%**
KYW	18.3%
WCAU	6.3%

% listeners identifying station and program

First with 46 other programs

For LOWER COST Circulation
BUY WFIL

contours. Since there has been considerable controversy over the FCC's method of rating interference, engineering committee members and the director of engineering have held conferences with the FCC engineering department with a view toward performing a series of experiments to determine the proper law to use.

Following conferences with servicemen, the committee formulated "Suggested Qualifications for Radio Servicemen's Organizations" as a step toward increasing cooperation between stations and servicemen in increasing the listening audience by keeping receivers in repair.

The NAB officially cooperated in the 1940 Broadcast Engineering Conference, held annually in February at Ohio State U, Columbus. Following its active participation this year, the NAB plans to expand its activity in connection with the conference in 1941.

The engineering committee also has considered the proposition of revising NAB bylaws to extend membership to operators outside the present standard broadcast band, in the light of developments in FM, television and other high frequency operations. Engineering Director Smeby was appointed a member of a committee of three to investigate and report on the proposed revision.

Committees for 1939-40

The members of the Executive Engineering Committee for 1939-40 were John V. L. Hogan, WQXR, chairman; J. R. Poppele, WOR; O. B. Hanson, NBC; E. K. Cohan, CBS; Albert E. Heiser, WLVA; Paul A. deMars, Yankee Network; R. M. Wilmotte, consultant, ex-officio; Lynne C. Smeby, director, ex-officio.

The engineering committee membership for 1939-40 included Mr. Hogan, chairman; John E. Fetzer, WKZO; J. H. DeWitt, Jr., WSM; John T. Schilling, WHB; Mr. Poppele; Paul A. Loyet, WHO; William G. Egerton, KTSA; Mr. Hanson; Mr. Cohan; Carl J. Meyer, WGN; Mr. Heiser; William H. West, WTMV; Porter Houston, WCBM; Mr. deMars; Herbert Hollister, KFBI; Mr. Wilmotte; Mr. Smeby.

Camera Club Jaunt

WFIL in latter July exhibited in its studios the results of the recent jaunt to West Point taken by its popular *Camera Club*. The station was host to 420 persons taking the trip under the direction of "Pop" Gray, president of the club. Sixteen of the girls were reported "lost" among the cadets. The candids and blowups made a display which attracted many viewers.

Brewery Sponsors AP News

HORTON PILSENER BREWING Co., New York, has started a daily five-minute Associated Press newscast on WQXR, New York, incorporating a special series of one-minute transcribed playlets including commercials voiced by "Happy Horton", trade character featured in display material. The 60-second transcriptions also have been furnished Horton distributors along the Atlantic seaboard for local release.

PUBLIC RELATIONS
Ed Kirby, Director

RELATIONS of the broadcasting industry with the public have been excellent during the last year, as a result of a program service delivered by the entire industry that immediately affects the social and economic life of more than 28,000,000 American homes every day and night in the year. The public relations and program policy of radio are inescapably one and the same thing.

If there has been a single significant and sharply defined radio development in the last year, it is recognition that public relations and program policies are interwoven and interchangeable. The industry's war coverage policies, for example, proceeded as much from a consideration of public relations factors as from a consideration of program techniques and availabilities. The same holds true for political broadcasts. To weld the two in every unit of programming, commercial and sustaining, is public relations department's major operating job in 1940-41. The finest guide for this is found in the industry's own Code.

Churches Cooperate

The NAB public relations department has sought out pertinent information from all segments of the listening audience, and from all political, social and economic developments, which would help management and program policy makers. It also has performed liaison and contact work between the industry and outside groups, i. e., women, religion, education, labor, the con-

CHNS

THE KEY STATION OF THE MARITIMES

Is as much a part of Halifax as the Citadel Hill.

Located as it is in the Capitol City, it commands the largest near at hand audience in the Maritimes.

ASK JOE WEED
350 Madison Ave.
New York

(U.P.)

THE MARK OF ACCURACY, SPEED AND INDEPENDENCE IN WORLD WIDE NEWS COVERAGE

UNITED PRESS

JANSKY & BAILEY

CONSULTING RADIO ENGINEERS

National Press Building, Washington, D. C.

An organization offering a complete radio engineering service backed by years of extensive training, research and experience.

sumer movement, philanthropy, propaganda, national defense and others.

The service of American radio in projecting the voice from the pulpit to every home is acknowledged by every thoughtful churchman. In the last year the NAB has had fine cooperation and support from most of the church organizations of the country. Particularly active in this field have been Dr. Frank Goodman, executive secretary of the Department of National Religious Radio of the Federal Council of the Churches of Christ in America, and Edward J. Heffron, executive secretary of the National Council of Catholic Men.

There has been a marked and measurable improvement in the relations of broadcasting with those organizations representing the millions of clubwomen throughout the country—in direct contrast to the situation only two or three years ago. At that time clubwomen were disposed to feel radio held an indifferent attitude about the character and quality of children's programs, and there was strong temptation to follow zealots seeking relief through pressure tactics and eventual government decree.

With their ideas mirrored in the NAB Code, there has followed a campaign of self-education on radio by various State and local club units. The American system of radio has no stronger bulwark of organized public support than that given voluntarily by the clubwomen and their organizations. Leaders of these organizations on Nov. 29, 1939 accepted the invitation of the NAB to attend a luncheon conference to outline a year-round program for more practical cooperation.

Council Formed

Perhaps the finest example of the active cooperation between the industry and women's groups was evidenced last year when national organizations and leaders voluntarily set up the Radio Council on Children's Programs to implement the children's section of the NAB Code. The council is headed by Mrs. Harold V. Milligan, radio chairman of the General Federation of Women's Clubs and president of the National Council of Women.

Last February the NAB board of directors authorized a survey to be conducted jointly by NAB and RCCP. RCCP named Mrs. Dorothy Lewis as its field representative, and she will visit radio stations, advertisers, agencies and clubwomen in making complete surveys of the children's program situation in 44 States.

Better understanding has existed between the press and radio since the Munich crisis. The dramatic impact of Munich and what followed forced an outline of the area radio was to occupy in the news field, further defined through the subsequent international situation. Apart from the mutual benefits of press-radio cooperation, it is increasingly evident that freedom of expression for both press and radio are a common concern of both industries.

The quality and scope of educational broadcasting has improved steadily in the last 12 months, along with an increase in the number of educational directors appointed by commercial stations and the number of schools and colleges offering radio courses. Throughout the year the NAB has cooperated closely with the Federal Radio Education Committee, jointly financed by the industry and educational foundations. Educational radio was set back this spring when Congress failed to provide funds to carry on the work of the script exchange of the Office of Education, as well as other of its radio activities. Since stations throughout the country, as well as schools, have found these services of value, it is hoped this work will not be abandoned.

Consumer Activity

An increasing number of meetings between educators and commercial broadcasters are being held. At the 11th Institute for Education by Radio at Ohio State U, about 500 persons attended, with representatives from some 70 commercial stations.

During the year there has been an accelerated growth in the so-called consumer movement. Since certain elements within the movement desire to destroy advertising of all kinds, the NAB has not been hesitant in cooperating in establishing the Committee on Consumer Relations in Advertising Inc., which has been created by advertisers, agencies and media to examine the merit of charges made and to carry on a program of consumer education on a factual basis. NAB President Miller serves on the organization's board, representing the broadcasting industry.

When it was originally anticipated that Havana Treaty reallocations would be made about Aug. 1, a plan to educate the public was developed to facilitate the frequency shifts from the standpoint of the radio listener. The plan included a tie-up with servicemen's organizations who, in conjunction with stations, would make the necessary adjustments on push-button sets at minimum costs and with guaranteed results. The plan is ready to operate the minute a definite reallocation date is announced.

With the country engaged in intensive defense preparation, the NAB has led in pledging and securing industry support of defense activities, both in station and man power. Among the projects already under way is the NAB's collaboration with the various military departments in producing and distributing live and transcribed spot announcements to aid the recruiting drive for the different branches of military service.

COMMODORES of the Minneapolis Aquatennial greeted Mark Ethridge (left), general manager of the *Louisville Courier-Journal*, operator of WHAS, and former NAB president, as he arrived in the Twin Cities July 19 to attend the dedication of the Cowles' new *Minneapolis Star-Journal* building. At left, holding the WCCO microphone, is "Commodore" Earl Gammons, WCCO general manager, and at right is Win Stevens, president of the Stevens Buick Co.

LEGAL

Russell P. Place
NAB General Counsel

SINCE the appointment of Mr. Place as NAB counsel Nov. 24, 1939, the work of the NAB legal department, aside from assistance to member stations and their attorneys and to the NAB staff and committees, has lain chiefly in the fields of legislation and litigation. Although certain proposals before Congress have drawn considerable attention from the NAB, the legal department also has kept a close watch on measures considered by State legislatures.

The legal department has actively followed the course of legislation affecting radio during the year, both in Washington and in individual States, studying and analyzing all bills with a radio angle. No measure adversely affecting broadcasters have been enacted.

Bills in Congress

The principal bills affecting radio now pending in Congress include: the Thomas Bill, drastically revising the copyright laws, opposed by the NAB and unacceptable to the industry, particularly because of retention of minimum statutory damages for copyright infringements; the McGranery Bill, also revising the copyright law contrary to the interests of broadcasters, principally because it would grant copyright in recorded renditions of musical performances; the Johnson Bill, which would ban advertisement of alcoholic beverages on the radio, opposed by the NAB as an unwarranted interference with program content and because it discriminates against radio in favor of other media; the Ditter Bill, to amend the Communications Act of 1934 in the interests of broadcasters, among other things providing a minimum license term of three years and forbidding denial of license because of the character or contents of any program; the Pepper Bill, requiring hearings on any application for broadcast facilities at the instance of any person; the Walter-Logan Bill to revise administrative procedure.

The most burdensome threat to radio to come from a State legislature during the year was the Perry Bill, introduced in the New York legislature, which would have required broadcasters to secure the written consents of all performers on a broadcast program. The NAB

PHIL LASKY
and the entire staff of Northern California's stand-out independent
WELCOME YOU TO THE NAB CONVENTION
and to
KROW
OAKLAND & SAN FRANCISCO
National Representatives:
FREE & PETERS, INC.

FAIR VISITORS...make the St. Francis your home while in San Francisco! Take advantage of the gracious service, famous cuisine and central location. You'll enjoy the Pageant of the Pacific more if you are at the St. Francis. 1000 rooms from $4
HOTEL ST. FRANCIS
MANAGEMENT DAN E. LONDON
UNION SQUARE
SAN FRANCISCO

cooperated with New York broadcasters in opposing the measure, which was killed in the rules committee of the Assembly after passing the Senate. With legislatures in session in only 13 states during the year, no other important legislation is pending.

Phonograph Record Case

The *RCA vs. Whiteman* case, now pending decision in the U. S. Circuit Court of Appeals of New York, has engaged NAB attention in the interests of protecting broadcasters' interests in the use of phonograph records. The lower court's decision, unfavorable to radio in finding common law rights for performing artists in their recorded renditions, has been appealed, briefs have been filed and oral argument had. Decision on appeal has not yet been handed down. NAB employed special counsel in New York to represent the interests of the industry.

The outstanding case adjudicated during the year, in light of its effect on broadcast licensees, was *FCC vs. Saunders Bros. Radio Station*, decided March 25, 1940, by the U. S. Supreme Court.

Information and advice in specific instances has been given upon request concerning FCC rules and regulations and other matters ranging from performing rights licenses to Wage-Hour interpretations. NAB counsel also has kept in touch with government agencies and commissions and their activities. A radio plank was submitted to the resolutions committees of the Republican and Democratic National Conventions at Philadelphia and Chicago.

Schools Get Station

BENSON Polytechnic School, operating the part-time KBPS, Portland, Ore., is slated to turn over the station to the Portland public school system which would operate it primarily as an adjunct to primary and secondary teaching. Miss Hazel Kenyon, former head of the speech of dramatic department of the local Franklin High School, is in charge of the project. KBPS is a 100-watt non-commercial station on 1420 kc., and operates four hours daily, sharing time with KXL, Portland.

H. E. GREEN, owner of KFKA, Greeley, Colo., claims some sort of record for being the first radio station owner to purchase a newspaper. He is publisher of the semi-weekly farm journal, *The Record Stockman*.

WWNC

ASHEVILLE, N. C.

Full Time CBS Affiliate 1,000 Watts

EXTRA MILLIONS OF DOLLARS!

The peak business season approaches . . . in Asheville and Western Carolina. Summer brings throngs of visitors . . . with millions to spend! Right now, schedule your sales messages over WWNC — sole blanket coverage of this bright spot!

THE BUSINESS OUTLOOK: PHILADELPHIA

(Continued from page 29)

tember and October for schedules are already crowded for those months. And in no case will the station accept advertising to start less than 30 days after the signing of the contract.

Starting in August

The rush for fall time on the part of local advertisers has resulted in a situation that finds practically every local station drawing down an extra dividend for August, normally a slow month. In any number of cases, agency timebuyers, in order to insure a choice broadcasting time for autumn campaigns, are starting their campaigns in August. Some agency executives have objected to making them rush the season in order to get the necessary time. Station executives say it's "good business", only the advertising gentry do not realize it.

Station executives point to any number of national and local spot campaigns that have carried on through the summer in order not to lose the time. Attention is also called to a local clothing house that had to start its radio campaign in the early summer when most of the other clothing concerns were winding up their schedules, and the clothing house is well satisfied with the off-season sales increases.

Swing to Smaller Stations

At the network stations, a similar increase in advertising is expected for the new year. These stations report that while commitments are limited at this time because of the network shows to be carried, inquiries and calls for local spots are 20% higher than last year at this time and 10% higher for national spot business. At the agencies, timebuyers indicate that the bulk of the national and local spot business will go to the smaller and non-network stations. The money has to go a longer way, they say, and the lower card rates along with rate deals make the swing to the smaller stations more inviting.

Furthermore, they feel that the trend in spot buying is in packages, pointing to one agency that has been able to "freeze" an hour and a half daily on an independent local station for six national accounts, and another agency being able to buy all the station-breaks daily. Such spot buying, they add, is limited on the larger stations, not only because of the network programs carried but also because of the sponsorship of baseball and football games.

The past season, all stations report, met and in many cases exceeded pre-season anticipations. And the current summer business, in all cases, exceeded expectations. Of course, it is folly to say that all stations are making money during the summer. The important thing is that they are losing less money this summer than last year. And going back over a period of five summers, the seasonal losses are steadily decreasing at a rate that leads all station heads to believe that another summer or two, given normal conditions, will place the June-July-August totals on the profit side of the ledger. This is in the face of steady summer decreases in other media.

Agencies further add that radio is increasingly taking a larger share when mapping out a campaign. It is not expected that any new advertiser will champion radio as a first-timer in his particular industry, but all those now using radio or who have used radio in the past, will continue to do so again on same and increased scales.

ROSTER SURVEYS

By a roster survey of your city we can show you exact standing of each competing station and every program broadcast during one week.

THE HOOPER-HOLMES BUREAU, INC.

110 MAIDEN LANE, NEW YORK

Doan's Test on Five

FOSTER-MILBOURN Co., Buffalo, early in July started a test campaign for Doan's pills using thrice-weekly spot announcements on KDYL, Salt Lake City; WHN, New York; KDKA, Pittsburgh; WBZ, Boston; KYW, Philadelphia. More stations may be added later this fall, according to Street & Finney, New York, the agency.

WJW Staff Revamped As O'Neil Takes Control

STAFF of WJW, Akron, has been realigned by William M. O'Neil, new president and manager, who assumed active management in July following the FCC's decision authorizing his purchase of control [BROADCASTING, July 1]. O'Neil is the son of the president of General Tire & Rubber Co.

Named commercial manager was R. L. Bowles, formerly with WMRO, Aurora, Ill., with Russ Salter also coming from WMRO as program and production manager and Edgar Taylor assigned as Salter's assistant. Bill Griffiths remains as news and sports editor and publicity director, and Gerald Roberts continues as chief engineer. Larry Webb has been named office manager and Rae Carde stays as continuity director, with Gretchen Neidlinger as assistant. The announcing staff includes Purv Pullen, who created the character "Trailer Tim" on WTAM, Cleveland; Charles Hunter, formerly of WMRO and WCAZ, Carthage, Ill.; Chuck Seaman, formerly with WHK-WCLE, Cleveland, KTUL, Tulsa, and WSPD, Toledo; Paul Hunt.

WITH three half-page picture layouts, the July 15 *Life* magazine reviews the rural program services of WLS, Chicago, terming the station's *National Barn Dance* "a phenomenon in the brief perspective of radio history". Photos included shots of *Barn Dance* talent and other activities of the station, including a radio christening by the staff preacher, Dr. John Holland, and the weekly *Man on the Farm*.

● Last fall, Canadian farmers realized the greatest wheat and combined field crops in eleven years. *Bank Debits rose 19.8 points over 1938.* Then came war orders . . . more work and money for farmers and industries. Prosperity returned. Now, people are *spending* in the Canadian West. *This means greater potential sales for your product.* Command these sales at a low cost by placing your program on—

THE ALL-CANADA FOOTHILLS GROUP

All Basic CBC Stations

First in Listener Preference

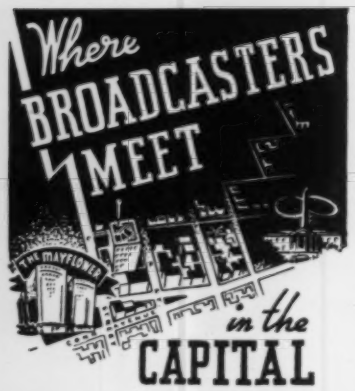
Write for Audience Figures

CKCK Regina, Sask.
CHAB Moose Jaw, Sask.
CJOC Lethbridge, Alta.
CFAC Calgary, Alta.
CJCA Edmonton, Alta.
CJAT Trail, B.C.
CKOV Kelowna, B.C.

Representatives:

U.S.A-WEED and COMPANY

CANADA - All-Canada Radio Facilities Limited



DAILY transcriptions on the register of Washington's Finest Hotel heralds the arrival of the nation's leading broadcasters. They like the convenient location of this famous hostelry to N.A.B. Headquarters and the completeness of its modern services. Rates are no higher than at less finely appointed hotels.

SINGLE ROOMS FROM $4
DOUBLE ROOMS FROM $6
All with Bath, of course

The MAYFLOWER
WASHINGTON, D. C.
R. L. Pollio, Manager

Merchandising & Promotion

Service Plug—Lighted Signs—Maps and More Maps—Shaker of Hands—Hartford Puzzle

PHILADELPHIA Radio Service Men's Assn., failing to effect a collective deal with all the radio stations in the city, has made an exclusive tie-in with WFIL. The group, representing 275 service men, agreed to use WFIL window and showcase displays in their shops, inserts in all direct mail advertising, leave WFIL folders at the homes of customers, call special attention to the WFIL frequency, and use WFIL on all push-button sets on display. In return, WFIL will give the service men a weekly program of at least 15 minutes with no charge for time or talent, free publicity to clubs and organizations, free advertising for the group on all WFIL outdoor signs and billboards, use the PRSMA insignia in all direct mail advertising and aid in the group's promotions and advertising.

When the PRSMA called representatives of all the stations to a meeting, all but WFIL attended, the station insisting on an exclusive arrangement. The other stations turned down a collective arrangement in view of the fact that the PRSMA has only 55 shops and represents only one-seventh of the total number of servicemen in the city and that the membership is not represented in radio and department stores.

Pacific Awards

KPO and KGO, San Francisco, won first award for direct mail advertising at the recent annual convention of the Pacific Advertising Clubs Assn. held in Vancouver, B. C. The exhibit, covering activities for the 18 months ending June 30, 1940, was prepared by Bob McAndrews, sales promotion manager of KPO-KGO, and Milton Samuel, manager of the press department. The display included various mailing pieces, letters and other material used in the exploitation of the stations, their programs and facilities. In addition NBC's Western Division, with which KPO and KGO are identified, won first prize for its sales promotion department in the trade paper advertising division of the P.A.C.A. awards. The several classifications were open to all advertising media, not being confined specifically to radio, as was the case in former years.

* * *

Artist Days

A COOPERATIVE tie-up between KPO-KGO, San Francisco, and the Golden Gate International Exposition, in which days are named for various outstanding artists on the stations, was launched recently. NBC stars are making personal appearances at the KPO-KGO exhibit at the Fair, where they sign autographs and chat with the fans. They make three appearances daily. The exposition designates each day with the artists name, i.e. "Judy Deane Day", "Ira Blue Day" and so on. The fair promotion department hourly advertises the radio stars' names and days on which they are to appear in person over the loud speaker system which reaches every portion of Treasure Island.

* * *

News Documentary

TRACING all phases of radio newscasting, from receipt of a dispatch on the teletype until it is broadcast, KROW, Oakland, Cal., is preparing a documentary film to be distributed next fall to San Francisco and Oakland schools. John Potter, KROW newscaster, wrote the film script. As part of KROW's public relations program, directed by Manager Philip G. Lasky, Potter has been filling speaking engagements at schools and clubs. He plans to use the picture in conjunction with his lectures.

KSFO's Posters

IN AN intensive audience exploitation campaign, KSFO, San Francisco, has signed a contract with Foster & Kleiser, outdoor advertising concern, calling for eighty-three two-color illuminated posters erected in the San Francisco-Oakland area. The posters have changeable panels, listing local and CBS programs of particular interest. The listings are changed every three weeks. This is the third major promotional step taken recently by KSFO. The other two were running trailers on the screens of the Golden Gate Theater chain in San Francisco and Oakland and 180-inch advertisements in the *San Francisco Examiner*.

* * *

Wheaties' Autographs

KROW, Oakland, Cal. recently sent a letter to 250 grocers in the East-bay area to back up Wheaties' "Breakfast of Champions" sale during July. The letters were signed by Dean Maddox, baseball announcer. Asking the stores to give every possible push to the sale, Maddox specifically requested that the grocers get customers to autograph the special "man with the mike" display piece. After the sale these displays were to be sent to Maddox. Grocers sending in the greatest number of customers' signatures are to win special awards.

* * *

Wheaties' Collars

THROUGH an arrangement with Pevely Dairies in St. Louis, General Mills is conducting a six-week promotion campaign for the Wheaties' baseball broadcasts of France Laux on KMOX. Laux' breakfast of champions (Wheaties, bananas and Pevely irradiated milk) is emphasized on a red-white-blue collar attached to some 60,000 Pevely milk bottles daily. The campaign also incorporates a tie-up with the local amateur baseball league, with Wheaties panels good for half-admission price at the amateur games.

* * *

At Salad Bar

GROCERS and their wives, along with press and radio people and home economics directors of local stores, in mid-July were guests of Gladys Cronkhite, home economics director of KGO-KPO, San Francisco, at a Salad Bar Party in the executive offices of the stations. During the party, attended by about 250 persons, Miss Cronkhite interviewed several guests on a special quarter-hour KPO broadcast.

* * *

More Kaltenborn Maps

PURE OIL Co., Chicago, is promoting the Kaltenborn War Map No. 4 on its thrice-weekly NBC *Kaltenborn Edits the News* program, following the success of the first three similar maps. Map No. 4, two of which are available for every pint of Pure Oil gas purchased from local dealers, includes the Western Hemisphere for the first time, as well as complete coverage of all European countries.

* * *

Still More Maps

REPRINTS of United Press news maps, one of Europe and one of the British Isles, are offered listeners by WRC-WMAL, Washington, on behalf of the *Esso Reporter* newscasts.

GLENN D. GILLETT & Associates

Consulting Radio Engineers

National Press Bldg. Washington, D. C.

THERE IS NO SUBSTITUTE FOR EXPERIENCE

The Pioneer Voice of Kansas

KFBI WICHITA

5000 WATTS 1050 Kc.

Herb Hollister
Vice-Pres. and Gen. Mgr.

WEGMANS
W-H-E-C HAND-SHAKER
PRODUCTS WHEC TELLS YOU ABOUT WITH HIGH ENTERTAINMENT
AND WEGMANS SELL YOU AT A LOW PRICE!
Prices Effective Today Thru Saturday
CAMPBELL'S 10¢
WONDER BREAD 11¢
PALMOLIVE 2 11¢
GRAPENUTS 14¢
CALUMET 13¢
SWANSDOWN 22¢
CRISCO
WHEC
WHEC and WEGMANS have very much in common. Both are owned and operated by Rochesterians.
Both help you get a better table at lower price.
WHEC, under the American system of broadcasting, gives you entertainment at JUST the small cost of operating your set.
WEGMANS, under the American system of free competition gives you bargains that "it can't be beat."

WITH EVERY PRODUCT identified by the radio program advertising it, Wegmans Food Markets ran this special full-page advertisement in Rochester newspapers to draw attention to these individual programs and to Wegmans' *Handshaker* feature on WHEC, Rochester, N. Y. The program tie in was carried further, with emphasis on the *Handshaker* series, through window displays and banners all over the stores. Agency handling the Wegman Food Markets in Hart-Conway Co., Rochester.

Booklet of Promotion

TO MERCHANDISE the General Foods' show carried on KROD, El Paso, the station recently published a 25-page booklet describing the promotion campaigns. Included in the pamphlet were lists of the complimentary service announcements, merchandising letters, full-page photos of display advertising in local grocery stores and tearsheets of all publicity given the broadcasts. Dorrance D. Roderick, KROD president, and Merle H. Tucker, general manager, signed each of the books.

* * *

Dial for Results

CFCF, Montreal, has prepared a novel "spin the dial" promotion piece revealing the results of a coincidental survey of Montreal radio listening habits at various hours through an entire week. A big round dial is affixed to heavy cardboard. Cutout in the dial fits over tabulated results of the survey as the dial is turned.

* * *

From Down Under

WITH a preface by H. G. Horner, general manager, Macquarie Network, Sydney, Australia, has just issued its 1940 catalogue of 46 pages. In a 11 x 15 inch leatherette board cover, the compilation includes maps, program features, list of sponsors, with rates, coverage and other data of interest to agency executives.

Merchandising the News

MANUFACTURERS National Bank, Troy, has placed a large neon sign in its lobby to call attention to its UP news broadcasts over WTRY, and trucks of the Wagar's Ice Cream Co. carry banners while dealers display colored strips to announce their news periods. These are handled by Andy Kinbacher, news editor, who conducts news broadcasts for eight local sponsors. One, a tire company, had him originate the newscasts twice daily from its show windows for two weeks.

* * *

ABC Puzzle

NEW BROCHURE of WDRC, Hartford, Conn., incorporates a steel puzzle whose trick is to attach the letter "C" to the lower half of a "B" which is attached to an "A". The puzzle is taped to the third page of the eight-page brochure, with an advertising message carrying out the theme, "There's also a trick to buying time", on the following page.

* * *

Newspaper Supplement

WITH the opening of WJHP, Jacksonville, Fla., on July 15, the *Jacksonville Journal* ran a 30-page supplement saluting the station. Both station and newspaper are owned by the John H. Perry interests.

Hi-Li Tournament

COOPERATING with the Hi-Li Sales Co., New York, WHK-WCLE, Cleveland, on July 18 completed plans for a city-wide Hi-Li contest to run for six weeks at local playgrounds. The Hi-Li games, consisting of a small paddle with a rubber ball attached by a rubber band, have been distributed to 92 playgrounds operated by the city and 19 others operated by the Cleveland board of education. Eliminations will be run at each playground, with winners participating in playoffs at 15 Cleveland neighborhood theatres, which are cooperating in the campaign. Final winners are to be interviewed on the stations. Prizes include 15 bicycles and 75 pairs of roller skates.

* * *

Service to Business Men

A NEW service to business men has been inaugurated by Harold E. Fellows, manager of WEEI, Boston. A condensed list of the station's programs, including political and news broadcasts and programs of a scientific, cultural or business nature, is being mailed to busy executives who would not ordinarily have time to peruse lengthy program lists.

* * *

Iowa Luck

A MINIATURE horseshoe is attached to a promotion piece sent to the trade by Craig Lawrence, commercial manager of the Iowa Broadcasting Co. stations, KSO and KRNT. Don't trust to luck, the folder suggests, and proceeds with a sales message.

* * *

Park Tieup

WHN, New York, has arranged a tie-up with Palisades Amusement Park, across the Hudson from Manhattan, whereby WHN's call letters are flashed on the park's electric sign, with the sign reading "It's time to tune to WHN" immediately after each correct time announcement.

BROCHURES

NORTH CENTRAL BROADCASTING SYSTEM Inc.—File-size four-page coated-stock brochure titled "Bare Facts About 'Air Facts'". Merchandising story and vital statistics of member stations along with two-color coverage map.

WLS, Chicago—File-size four-color folder which opens to 20" x 17" showing breakdown of county mail received during 1939, titled "WLS Coverage As Shown By 1,117,926 Letters." Included also are photos of antenna, master control room and assembled *Barn Dance* talent.

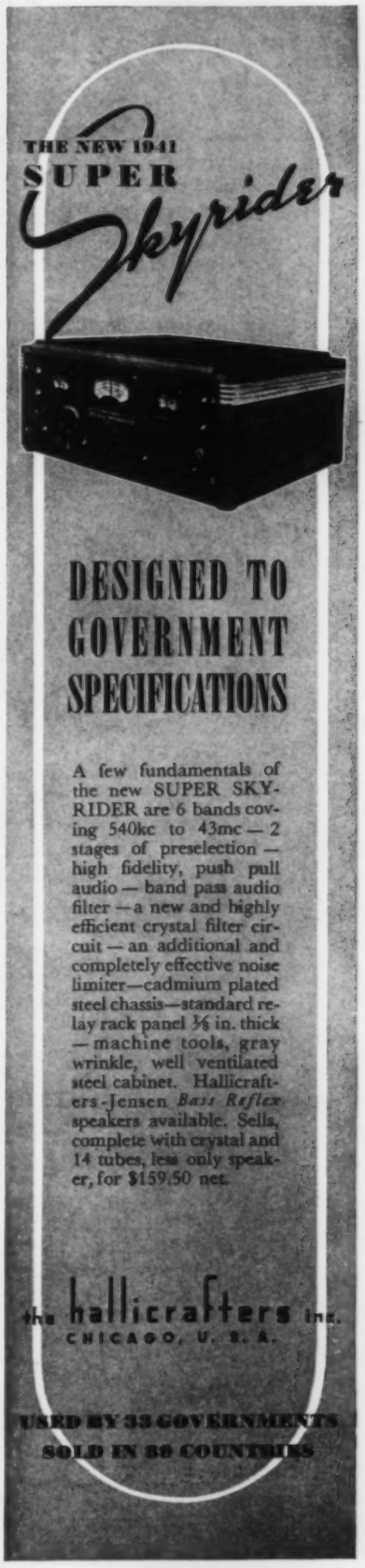
WTAM, Cleveland—Yellow-and-black folder "Play Up the Pit . . . But Don't Forget the Gallery", promoting the station's coverage of 1,523,600 radio homes in the Cleveland national spot market.

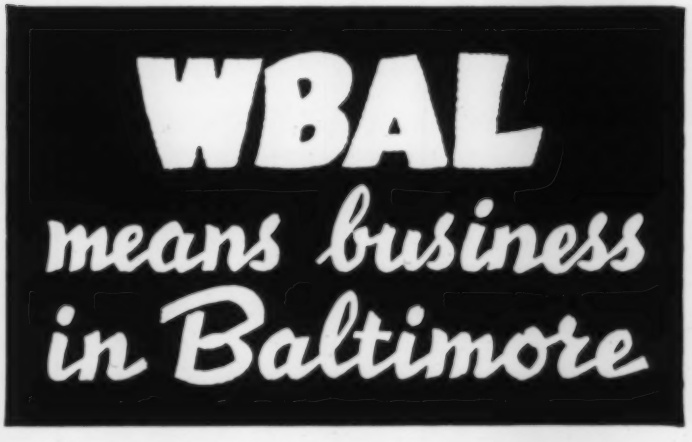
WJSV, Washington — Second edition of "Quiz for the Color-Blind", a 16-page booklet in blue and white.

WHN, New York—Two-color brochure with die cut cover, "Tonight's Best Story," describing the dramatic series of that title, radio versions of stories printed in *Story* Magazine broadcast weekly on WHN.

CFOS, Owen Sound, Ont.—File-size folder featuring data on market of "Canada's newest radio station", reprinting letters from local stores giving results obtained from use of the station.

CBS—Green-and-black folder and a series of individual brochures, promoting *Foresact*, variety series.


THE NEW 1941
SUPER
Skyrider
DESIGNED TO GOVERNMENT SPECIFICATIONS
A few fundamentals of the new SUPER SKYRIDER are 6 bands covering 540kc to 43mc — 2 stages of preselection — high fidelity, push pull audio — band pass audio filter — a new and highly efficient crystal filter circuit — an additional and completely effective noise limiter—cadmium plated steel chassis—standard relay rack panel 3/16 in. thick — machine tools, gray wrinkle, well ventilated steel cabinet. Hallicrafters-Jensen *Bass Reflex* speakers available. Sells, complete with crystal and 14 tubes, less only speaker, for $159.50 net.
the hallicrafters inc.
CHICAGO, U. S. A.
USED BY 33 GOVERNMENTS
SOLD IN 80 COUNTRIES



Your Gracious Host..
From Coast to Coast

In NEW YORK..

The Gotham

In CHICAGO..

The Drake
The Blackstone

In LOS ANGELES..

The Town House

In BELLE AIR, FLA..

Belleview Biltmore

KIRKEBY
HOTELS

Formula for Department Stores

(*Continued from page 48*)

in Kansas City chalks it 50-50. Each method has its good points.

Costs vs. Results

Williard Campbell of Fox's claims that it's difficult to check results exactly unless one has precise cost figures. Also, such planning helps keep buyers on their toes. It forces them to select radio items that will move rapidly, not deadwood on which they wouldn't jeopardize the reputation of other media. It should also be apparent that, being charged as much for radio as he is for other media backing, the buyer immediately elevates radio to its just position as an equal goods-mover as other media, not a refuse heap for departmental trash.

Another view, and rather unique among department store people, is that of Taylor's in Kansas City. They feel that the entertainment portion of the show should be charged to general expense, and the commercial spots to each individual department.

A compromise opinion has been reached by other stores. This consists of charging radio directly to any department whose items are featured, but, if radio does not concentrate on any one department, its cost is credited against general expense.

The majority of successful department store-radio users have found that, during the first few months of radio, it is generally good buyer relations to charge radio against general expense until the medium has proved to the buyers that it is just as effective if not more effective than other media.

Pick the Right People

A careful comparison of the operating methods of the nine *most* successful department store users of radio shows that, in each case, one radio-experienced member of the advertising department is solely responsible for the radio operations—and results.

The majority of all department store executives interviewed agreed that if this fixing of responsibility did only *one* thing, it built a feeling of consideration and loyalty to radio among the buyers and general store personnel.

In those cases where this responsibility fixing was tried, most of the buyers were definitely antagonistic to radio at the beginning, but changed their opinion in time under the intelligent educational work of the person assigned the responsibility of proving to them that radio *is* effective store advertising if properly used.

Win One, Win All

Winning over a few buyers and doing a job for them, it has been demonstrated by store after store, is the beginning of winning over *every* buyer eventually. This is not an overnight achievement. Most of the stores which have been and are using radio successfully found that it took from one to two years successfully to educate the store merchandising personnel to cooperate fully on the radio campaign. One must remember that one must battle the fixed reputation of direct mail, newspapers, outdoor and other methods of promotion—many of which have been used for decades by the individual stores.

Listen for a minute to what Gene Carr, commercial manager of WGAR has to say on this point:

"The real problem for radio-department store promotion revolves around the buyer, and for that reason it is *very* important to have someone in the advertising department of the store responsible for radio. This person does two things: (1) cultivates the buyers and the sales people, and points out to them from time to time the merits of radio, winning them over to an understanding and appreciation of the medium and its function; (2) this person can also prevent radio from being treated as a poor relation—with scripts haphazardly composed and merchandise poorly chosen for stress on the commercial."

To cite Fox's again, as it is one of the most outstanding and successful users of radio in the country, it hired a special writer with four years of radio experience to write its commercials and paid that writer a salary in proportion to her *experience*. Fox's started off right by employing the best person it could possibly obtain.

Getting the buyer to cooperate to

$293 REWARD: TO
ONE TELEGRAM USER!

You're rewarded with big cash savings on telegrams when Postal Telegraph surveys your telegraph costs! This free file-analysis saved $293 last year for one firm (name on request). It uncovers huge wastes and provides easy-to-follow plan to *stop them!*

For information about free telegraph-file analysis —wire collect: A. A. Kramer, Postal Telegraph, 253 Broadway, N.Y.C. No obligation.

WIRE COLLECT:
Postal Telegraph

CELEBRATING her 14th birthday, this pretty 14-year-old miss, Winnifred Norma Althea Chamberlain, of Marblehead, Mass., on Aug. 3 will be a special guest of the *Ruth Moss Interviews* feature on WNAC, Boston. Winnifred's initials and WNAC's call letters are identical because her father, one of WNAC's most loyal fans back in the "cat's whisker" days, decided to name his daughter after John Shepard 3d's key station for the Yankee Network. Thus she has become the station's "Miss WNAC" without contest.

the hilt is a major problem that has been successfully handled by Bernard Winn, director of radio, Edwards Department Store, Syracuse.

Noticing that the buyers originally endeavored to dump all unmoveables on his shoulders, he held frequent meetings; demonstrated what radio had done for others as a medium; spent weeks and months of considered, shrewd and diplomatic educating, and finally succeeded in building one of the strongest bonds of cooperation to be found anywhere between the store radio department and buying personnel.

Other stores carry on in much the same manner as Mr. Winn. In addition they do everything possible to plug the program within the store with cards, prominent display of radio-mentioned specials. They stress it in all media and at all times. It's all part of the job that must be done until radio wins the acceptance on which to demonstrate its value.

Length of Contract

Though placed last in the list of points to be followed for successful department store use of radio, length of store contract with the station is tremendously important. In fact, many department store radio failures can be credited to the mere fact that radio was not given sufficient time within which to show that it could compete with all other media when it comes to effective selling and the building of goodwill between the store and the public.

WTIC was well aware of this hazard when it began soliciting department store business. This station met the problem by flatly stating to one prospect that radio couldn't do the job expected within a 13-week contract period. And, while it was anxious to get the store's business, it would accept nothing less than a 52-week noncancellable contract. The store eventually agreed on WTIC's stand.

On first thought this contract stipulation might seem both hazardous and difficult to achieve. But it must be remembered that when considering radio as a mover of specific items on the first few shows, it is competing with newspapers which have built an audience and reader acceptance during a period of from 12 to 100 years, depending upon the age of the paper. Also, readers have been educated to expect and look for their favorite store's advertising in the daily paper. The radio station must compete with this and many other conditions which have been developed and firmly entrenched over a period of years. The new program must (1) establish a time-listening habit; (2) be sufficiently interesting the first time heard to bring back the listener; (3) be commercially powerful enough to make the listener act promptly without further reminder.

Peril in Short Contracts

It was noted that in numerous cases stations accepting contracts for less than 52 weeks had, in most cases, invited disaster. And every short-term contract disaster is another black mark against radio's ability to sell department store merchandise from day to day and month to month even more effectively than any other media now being used by the stores.

Frankly, station's will find their selling harder; their new department store accounts less than before, but the long contract term is merely a gesture of fairness to the station itself, the industry in general and the department store in particular.

SUCCESS FORMULA
Candy Firm Wins Ad Prize for Use of Spots

GOOD, sound "selling" copy. A good station. A consistent schedule, persistently maintained.

Those are the principal reasons why Brown & Haley recently took first prize for general advertisers using spot announcements in Tacoma. The contest was sponsored by the Tacoma Advertising Club.

Brown & Haley, makers of candy bars and Almond Roca, candy specialty, have used four evening spot announcements per week for more than a year. The announcements were spotted at peak listening periods during the evening. All of them ran on KVI, Tacoma. Except for seasonal changes, at Christmas, Valentine's Day, Mother's Day and Easter, copy has featured the flavor and quality of the bars and the fact that they were made by Brown & Haley, recognized throughout the Northwest as quality candy makers.

Proof of the success of the Brown & Haley formula is shown not only in the prize recently awarded by the Tacoma Advertising Club, but in a statement from the company officials. They report that Mountain Bar jobbers and wholesalers are now telephoning orders to the factory, instead of waiting for salesmen to call. They also say that there is now scarcely a dealer in the territory which does not carry Brown & Haley bars regularly. Advertising for Brown & Haley is handled by the Seattle office of Erwin, Wasey & Co.

Red for Red

WHEN the brewers of Red Top beer signed for a new *Bowling Time* series on WSAI, Cincinnati, the station stepped out and hired a redheaded announcer to handle the program. He is Red Thornburgh, for the last three years on the sports announcing staff of WCPO, Cincinnati. Until Sept. 1, when the new program starts, Thornburgh will take his turn on the regular announcing staff.

More Case Histories

Montgomery-Ward, Minneapolis, decided to conduct a radio test. It asked listeners to come in and ask to see the Ward Foothealth Shoe and asked for salespeople No. 142 and 143. Fifty pairs of Foothealth Shoes were sold on the day of the radio mention, and clerks No. 142 and 143 sold four times as many pairs as the total sales made by the other nine shoe clerks who received no radio mention.

E. W. Edwards & Son, Syracuse, which sponsors both a juvenile amateur show and an hour cooking school, credits radio with (a) creating a substantial amount of store traffic each week; (b) extending its trading area well beyond the normal boundaries; (c) expanding its boys department; (e) attracting customers from Canada and Northern New York to travel distances of 300 to 400 miles to trade in Edwards.

J. L. Hudson Co., Detroit, sums up its thought of radio when Joseph Mills, director of publicity, stated, "I feel the pulling power of radio is so strong that if we priced a certain piece of merchandise attractively enough, we could sell out the complete stock in one day!"

DON'T HIRE A HALL

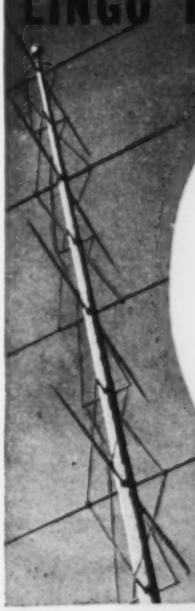
Halls went the way of the Dodo bird, since WAIR took up the job of guiding incomes into the pockets of WAIR SPONSORS! It's "fixed"! You'll win in a walk with—

WAIR

Winston-Salem, North Carolina

National Representatives
Sears & Ayer

LINGO TURNSTILE ANTENNAS



offer you
proven *performance*
in **FM** *operation*

Lingo has set a new pace in the FM field. The Turnstile Antenna developed and tested by Lingo has been proven by years of experience and tests as ideal for FM transmission. Now, when you are ready . . . Lingo will be ready too, to provide this proven antenna, specially designed (for installation) either on your building or on your supporting towers. We would like to send you information about these extraordinary antennas and how we are equipped to furnish complete turnstiles comprising the the essential tubular steel mounting pole, elements, insulators, wires, bands, etc.

COMPLETE TECHNICAL DATA ON REQUEST. **Our engineering staff will be pleased to assist you, without obligation, in the development of your FM plans. Inquiries should indicate planned frequency, number of turnstile bays desired, location and height of building or supporting tower.**

JOHN E. LINGO & SON, INC. Dept. B-8A CAMDEN, N. J.

LINGO VERTICAL TUBULAR STEEL RADIATORS

Awards Plan Speaker

AN OUTLINE of the plan, effective this year, for public service awards for broadcasting by the Peabody Foundation, under the auspices of the U. of Georgia School of Journalism, was to be given the NAB convention in San Francisco Aug. 4-7 by Dr. John E. Drewry, director of the School. The awards, to be radio's counterpart of the Pulitzer Awards in journalism, were worked out last spring by the Board of Regents of the University, in collaboration with the NAB.

WLS, Chicago, has completed arrangements with the *Chicago Herald-American* to present a tie-in announcement following the Monday evening *Washington Merry-Go-Round* program for which in return the newspaper plugs the station with a box at the head of Pearson & Allen's syndicated column.

There is a Market
Where the State's
Largest Industry
Will be Expanded

60%

It's Served By

WCSC

CHARLESTON, S. C.

Free & Peters, Inc.
Representatives

Reminiscences of a Veteran

(Continued from page 50-1)

Islands as told by a man who had been marooned there—a New York City taxi-driver, Red Christiansen. This program, on the order of a present-day *We, the People* broadcast, had to be given time and again by request.

Radio, Star Maker

We also learned of radio's ability to make a star. The constantly changing *Eveready Hour*, starting in the winter of 1923, carried through to the following summer when we put Wendell Hall on for the summer period. You may recall him, "The Red-Headed Music Maker". If you don't remember him, you undoubtedly remember "It Ain't Gonna Rain No Mo'", for which he was responsible. Hall achieved such popularity through his radio work that he became much sought after for personal appearances, from which our client of course benefited.

Incidentally, radio was put to an odd use in the case of Wendell Hall, in a program that would attract much attention even today. His marriage to Marian M. Martin, a Chicago newspaper woman, on June 4, 1924, was solemnized as part of an *Eveready Hour* broadcast. This particular broadcast, incidentally, was the first in which remote control was employed to supply part of a program from one point while another part of the program originated somewhere else. The organ music for the service was "piped" from the loft of the Skinner Organ Co., on Fifth Avenue, to the WEAF studio, where the marriage took place.

However, interesting as all this was, it was not quite as significant as another development hastened by the success of the *Eveready Hour*. Radio was then in a stage of development similar to that of television today. The broadcasting stations had a limited range and each station arranged its own programs. It was not long until the National Carbon Co. found its broadcasts so popular that an extension of the idea seemed desirable.

Geographical Posers

To permit people in outlying sections to see and hear the famous *Eveready Hour* entertainers, a series of personal appearances was arranged. Wendell Hall, Vaughn de Leath and Carson Robison in particular made a great many personal appearances. Often where it was possible, these out-of-town appearances were broadcast locally. However, this made for difficulties of many kinds. We found ourselves rapidly getting into the show business, with traveling entertainers shuttling between widely separated points. It began to look as though our radio and related ventures were becoming too cumbersome despite the excellence of the results.

The answer seemed to lie in some sort of network. If somehow two or more stations could be connected with telephone lines, or even by radio, a large area could be served simultaneously. We investigated and learned that it was practicable. Indeed, it had been done and was being done on a basis that was largely experimental.

The first record of two stations broadcasting a program simultaneously concerned WNAC at Boston and WEAF, on Jan. 4, 1923, when a saxophone solo by Nathan Glanz was relayed from the WEAF studio to the Boston station.

The first regular service between stations came about in a noteworthy manner. The late Col. Edward H. R. Green, son of the fabulous Hetty Green, made science his hobby at his large estate in South Dartmouth, Mass. To assure himself of a supply of new scientific equipment, he had placed a standing order with Western Electric for one unit of everything they manufactured. One day he received a number of crates containing a radio transmitter. Puzzled, he got in touch with Western Electric officials and asked what they thought he could do with this.

"Broadcast," he was told.

"Broadcast what?" he asked.

"Speeches, phonograph records, anything," was the reply.

Col. Green had his transmitter assembled, received the call letters WMAF, but shortly found himself in difficulty trying to make up schedules of broadcast entertainment. Then he had an inspiration. Invited to the home of Harry B. Thayer, then president of the AT&T, in New Canaan, Conn., he came across what seemed to be the solution of his problem. Mr. Thayer, unable to hear WEAF well at that distance, had arranged for a special telephone line from the studio to his home.

Col. Green asked for a similar hookup to feed his new transmitter programs originating at WEAF, and the request was granted. On July 1, 1923, he started broadcasting WEAF programs on WMAF. Thus the first "network" came into being. Like so many other developments in radio, it was the result of circumstance rather than planning.

$60 Per Hour

It goes without saying that the system worked, and Col. Green entertained the countryside with music that streamed from New York via telephone line. One of the outlets for this, incidentally, was on his own estate. Col. Green rigged up huge speakers for the benefit of fishermen working along the coast. Others heard of the entertainment, and hundreds of cars could be found parked on the grounds of the Green estate, the occupants listening to the music that poured from the speakers.

The first commercial radio station to be tied up regularly with WEAF by means of telephone lines was WJAR, owned by the Outlet Store in Providence. The first WEAF program to go out over this station's transmitter was a

F M

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PAGE & DAVIS
Consulting Radio Engineers
WASHINGTON, D.C.

MAPS

ANY SERVICE A BROADCASTER MAY NEED—THE BEST MAPS IN THE INDUSTRY. NO COPYRIGHT FEE

COPY

A VIGOROUS PRESENTATION OF THE BEST SELLING FACTS. BROCHURES TRADE PAPER ADVERTISING

DATA

1939 ANNUAL ADVERTISING AWARD FOR "RESEARCH ACHIEVEMENT"

WALTER P. BURN & ASSOCIATES, INC. 7 W. 44TH ST., N. Y.

broadcast of the World Series on Oct. 14, 1923. For the privilege of getting entertainment from New York over the lines of the telephone company, WJAR paid $60 an hour. Later, when sponsored programs were sent over the lines, the station received $50 for each hour of sponsored programs made. A rather far cry from today's prices!

First Network Sponsor

The *Eveready Hour* was the first sponsored program to go over this WEAF-WJAR network, and the first *Eveready Hour* to be so broadcast was that of Feb. 12, 1924. It consisted of the first reading of "I Knew Lincoln". That broadcast, the first advertising program to go over a network, had an interesting story behind it. Our thinking on the subject of a network seems to have paralleled that of the people at WEAF. As I previously mentioned, the popularity of the *Eveready Hour* made it desirable to extend the listening range of the program.

Not knowing that WEAF and WJAR had been experimenting with a telephonic hookup, not to mention the case of Col. Green's transmitter, I decided to discuss the matter with officials at the AT&T. Fortunately I was in a good strategic position to do this, since besides working with the National Carbon Co., I was associated with the AT&T, supervising the agency's work on that account.

I first discussed the use of telephone lines to carry the *Eveready Hour* to several stations simultaneously with the late George McClelland, commercial manager of WEAF and later a vice-president of NBC. My discussion with Mr. McClelland led to a meeting with W. R. Harkness, in charge of radio activities of the telephone company. Later we presented the matter to Walter Gifford, at that time a vice-president.

The telephone people, as I have indicated, were not unaware of the possibilities. However, the success of the *Eveready Hour*, in sales as well as in popularity, gave them another aspect to consider. We were an immediate prospect for facilities they had available, and the upshot was that a network was developed sooner than had been planned.

Radio vs. Telephone

Mr. Gifford asked me to prepare a map showing key sales areas of the country, which it would be desirable to reach through radio. This was carefully worked out and subsequently presented to him. He seemed greatly impressed with the potentialities, indeed somewhat perturbed by their scope.

"If radio is going to reach this stage," he said, "maybe we'd better think of withdrawing. If we don't, we may find ourselves running a radio business instead of a telephone business."

The innovation of broadcasting the *Eveready Hour* over the WEAF-WJAR network proved successful. Gradually the network was extended, as we added WCAP, WGR, WEEI, WCAE, WSAI, WOC, WCTS, WTAF, WWJ, WCCO, WEAR, WGN and other stations which brought increasing millions within listening range of the Eveready broadcasts. Each extension of our improvised network naturally represented problems for both AT&T and ourselves.

On Nov. 16, 1926, NBC started operating its network for the first time, and the *Eveready Hour* that night was a gala occasion, given a place of honor on the air as was its just due. Ignaz Friedman, the pianist, was the guest star. Incidentally, we had a contract with NBC. I mention that simply because those early *Eveready Hours* were broadcast for many months without a written contract. The lawyers, it seems could not agree on the wording of a contract to cover such a strange new force as radio.

Guestitorial

DOUBLE STANDARD FOR TIME BUYERS

By ROBERT M. SAMPSON

National Sales & Promotion Manager, KWK, St. Louis

HEDY LAMAR wouldn't stand a chance in an African beauty contest. Sometimes a radio station, quoting one of its station breaks between two "unrated" programs, is equally mistreated.

It's a question of standards in both cases; Hedy's need no defense here—but let's take that of the radio station.

We do not believe the CAB ever intended to have its program "ratings" applied to individual facilities. It seems to us that the reason for this is obvious. While the CAB makes enough calls nationally or sectionally to make a reliable report on audience "trends", the calls in a single market do not represent a large enough sample to indicate accurately the program's popularity in that one place. It would be like making a city-wide survey and then using the results of the whole survey to apply to any neighborhood.

Chance of Error

Suppose a timebuyer, in studying an availability, finds that it precedes a program with a sectional CAB rating of 6. Suppose that on the basis of this rating he accepts the availability. However, by a closer analysis it may be revealed that he made a mistake. Let's say the particular section for which the rating of 6 applies consists of six markets. Just to reveal the specific possibility of error the various facilities in the six markets could have actual CAB ratings 2, 5, 6, 8 and 7. Add them up and divide by six. You will get the average CAB rating of 6.

Suppose the timebuyer happened to take the station that had an actual CAB of 2! This is not a representation that CAB arrives at its sectional program ratings in the above manner. It is a fictitious set of figures merely to illustrate how an average cannot be applied to a single facility.

The network timebuyer needs another standard when purchasing single facilities. In the correct sense no program is rated on any one station unless by a local survey. *Ma Perkins* has no "rating" by CAB in any one city. The CAB figure is an average of various cities. In this respect, if *Ma Perkins* has a good rating it certainly makes sense for a timebuyer to want to precede the program *on the same network* but not *necessary* on a single station.

Therefore a timebuyer should have a double standard—one for network and one for national spot. Use the national surveys for the one but insist on local ones or other similar evidence when buying national spot.

Stations Are Prominent In Oregon Conference

WEST COAST radio stations and their representatives took a prominent part in Oregon's first public conference on radio and education, held July 18-19 in Portland. Cooperating as sponsors for the meeting, open to all persons interested in radio's application to education, were the Federal Radio Education Committee of the U. S. Office of Education, Oregon State department of higher education, Portland public schools, KOIN-KALE and KGW-KEX.

Radio personages participating included Charles W. Myers, KOIN president; Donald W. Thornburgh, CBS vice-president; H. Q. Cox, KGW-KEX production manager; Luke L. Roberts, KOAC manager; Henry M. Swartwood Jr., KOIN-KALE educational director, and representatives of KBND, KUIN, KORE, KOAC, the *Oregon Journal* and *Portland Oregonian*. Other participants were Leonard Power, of the FREC; Paul F. Lazarsfeld, director of the office of radio research, Columbia U, along with Herta Herzog; Jane E. Monahan, radio committee chairman, New York City public schools; George Jennings, Chicago Broadcasting Council.

Sponsor's Plugs for Defense

SIGNAL OIL Co., Los Angeles (petroleum products), during its weekly half-hour musical variety program, *Signal Carnival*, on 13 NBC-Pacific Red stations, Sunday, 6:30-7 p.m. (PST), in an effort to build up public opinion in favor of national defense, has inaugurated a series of brief announcements on that subject. Announcement replaces the commercial, and is inserted midway point in the program.

WJHP

JACKSONVILLE, FLORIDA

250 WATTS — 1290 K. C.

- 24-hour Associated Press News Service . . . 18 newscasts per day.
- Only Jacksonville station with affiliated newspaper . . . shows and artists will be publicized daily in the JACKSONVILLE JOURNAL.
- WJHP's 1290 Kilocycles is a regional frequency (giving better coverage)—and is located on the dial between the other two Jacksonville stations.

WJHP

JACKSONVILLE FLORIDA

H. G. WELLS, JR., General Manager

Represented nationally by JOHN H. PERRY ASSOCIATES

NEW YORK — CHICAGO — DETROIT — ATLANTA — PHILADELPHIA

NIGHT AND DAY IT'S WIS

COLUMBIA

South Carolina

560 KILOCYCLES

FREE & PETERS, INC.

NATIONAL REPRESENTATIVE

A ROYAL WELCOME

to our friends of the N.A.B.!

★

DON'T MISS THE RCA EXHIBIT

Room 551-552-554, St. Francis Hotel, San Francisco

Come Up and Meet the Latest RCA Equipment for

TELEVISION
BROADCASTING
FREQUENCY MODULATION

Speech Input Equipment — Measuring Equipment

Camera Fans!

Enter your best shots in the RCA Convention Camera Contest!

3 Divisions—
3 First Prizes!
3 Second Prizes!
3 Third Prizes!

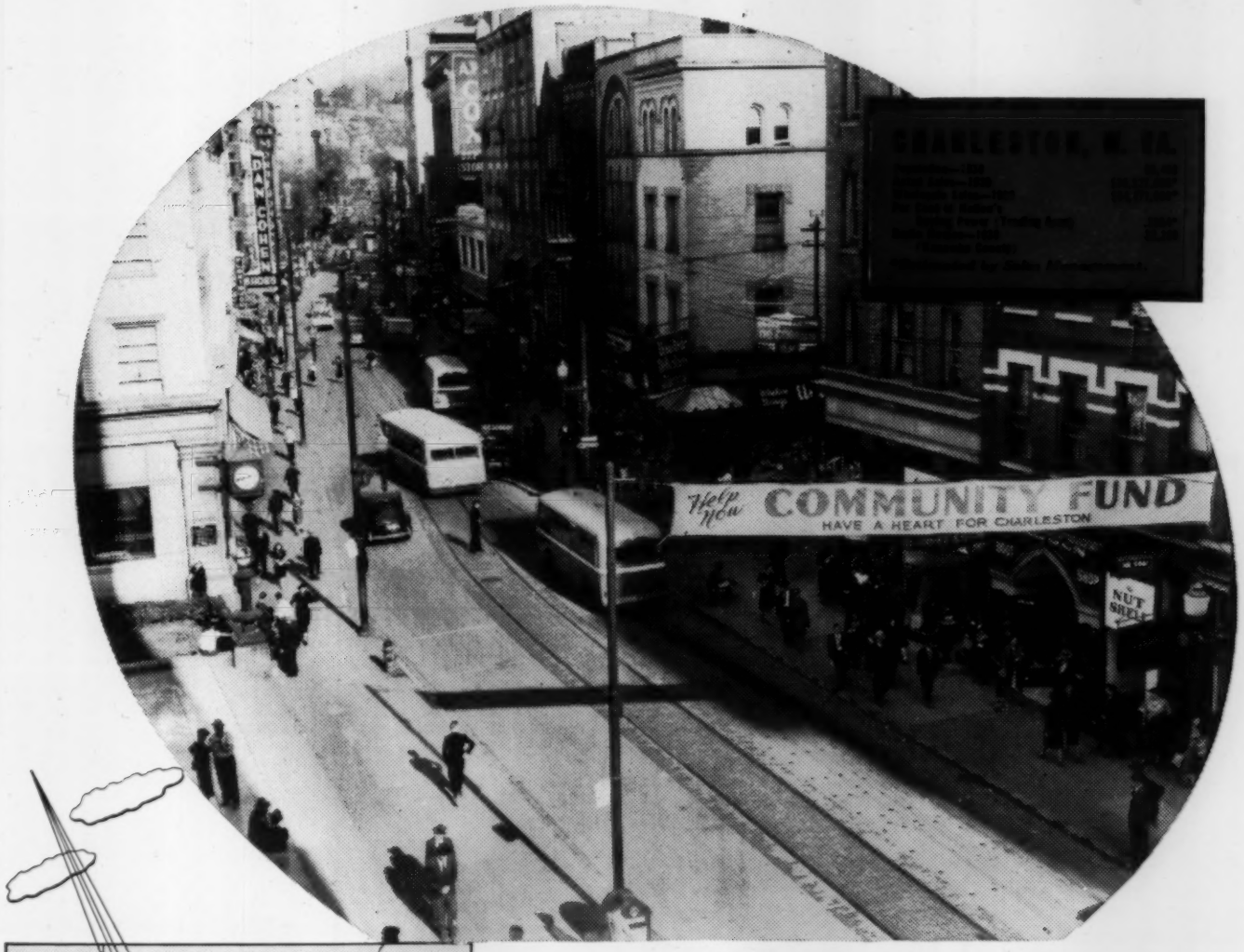
Details at RCA Convention Headquarters.

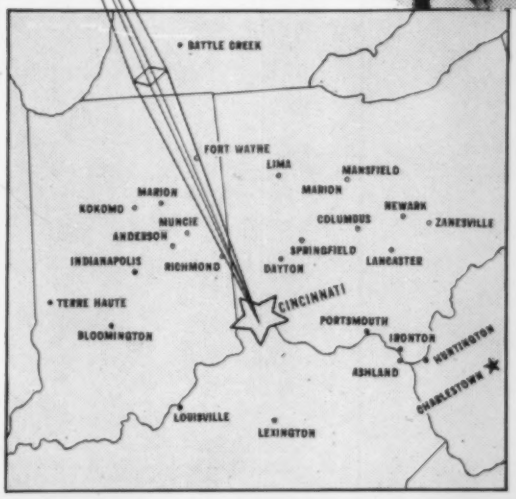
Photos will be judged by Keith Henney, Editor of *Photo Technique*, and members of the Art Staff of Lord & Thomas Advertising Agency.

Use RCA Radio Tubes in your Station for Finer Performance

RCA *Broadcast Equipment*

RCA Manufacturing Co., Inc., Camden, N. J. • A Service of the Radio Corporation of America





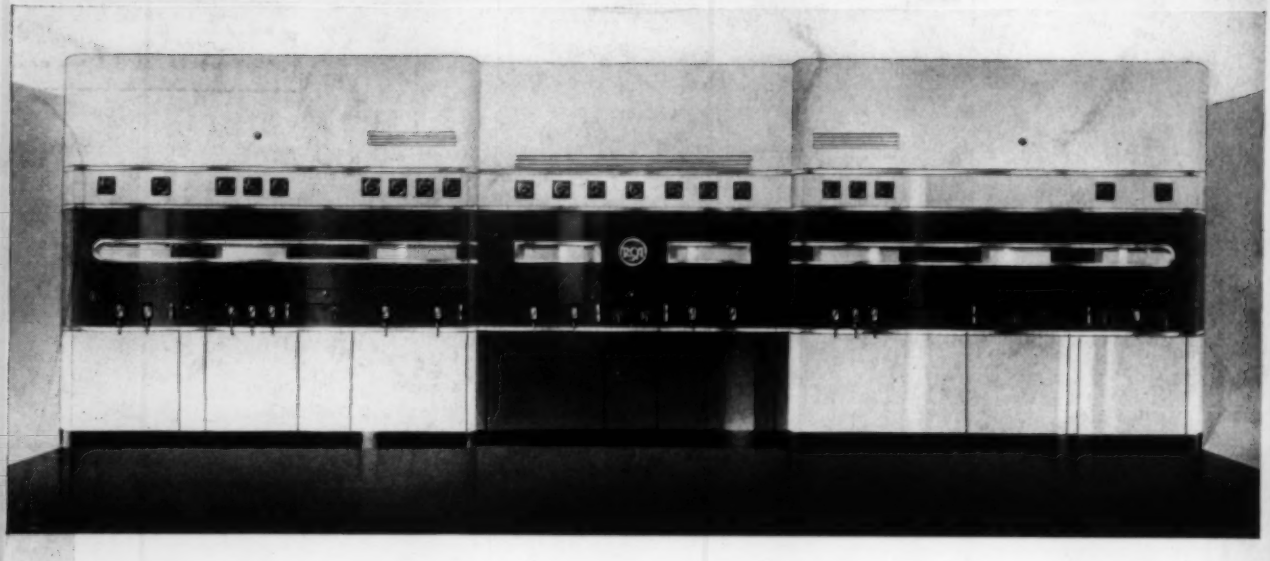
FIVE hours from Cincinnati by train but split seconds by WLW

. . . that's the comprehensive, economical way you cover more than a score of rich trading areas when you use The Nation's Station. In Charleston, for example, WLW is a daily listening habit. So retailers in Charleston, as well as throughout *all* of WLW's primary area, are naturally guided by the resulting consumer preference for WLW-advertised brands.

NEW YORK: REP. TRANSAMERICAN BROADCASTING & TELEVISION CORP., CHICAGO: WLW, 230 NORTH MICHIGAN AVE.

WLW THE NATION'S STATION

For stations at the TOP!



RCA 50,000 Watt Broadcast Transmitter

Model 50-E...Top Performance...Efficiency...Economy!

YOUR NEW 50,000-WATT TRANSMITTER is perhaps the most important investment your station will ever be called on to make! Choose wisely and your operating costs will be lower—your performance finer, more trouble-free. Choose wisely and we believe you'll choose RCA. Here are a few of the reasons why:

The new RCA Model 50-E Transmitter offers you lower installation costs because it takes up only 278 square feet of space—requires a much *smaller* building to house it. Airstream-cooled throughout, it saves you the cost of water coolers and tanks, water pipes and pumps and associated equipment. RCA-engineered high level Class B Modulation requires lower current consumption—the 50-E draws only 115 kilowatts from your power line at average program modulation! The exciter is capable of operation as a complete 5 kw. Transmitter at a second's notice—eliminating a separate stand-by transmitter.

Unified front panel construction gives finer appearance, cleaner design, easier installation... and permits either straight-line or "folded" layout for your requirements, without extra work or extra cost. It's particularly adaptable to modern buildings.

• • •

See exhibit of all RCA services... including Television... at RCA Building, New York World's Fair—and Golden Gate Exposition, San Francisco.

- ★ Unified Front Panel Construction
- ★ High Level, Class B Modulation
- ★ Air-Cooled Operation Throughout
- ★ Small Floor Space Requirements
- ★ 5 Kw. Stand-By Service
- ★ Lower Operating Costs
- ★ Higher-Fidelity Performance

•

Use RCA Radio Tubes in your Station for Finer Performance.

FOR FINER PERFORMANCE... GO RCA ALL THE WAY

Microphones
Speech Input Systems
Associated Equipment
Transmitters

RCA Broadcast Equipment

RCA Manufacturing Co., Inc., Camden, N. J. • A Service of the Radio Corporation of America

New York: 1270 Sixth Ave. • Chicago: 589 E. Illinois St. • Atlanta: 530 Citizen & Southern Bank Bldg. • Dallas: Santa Fe Bldg. • San Francisco: 170 Ninth St. • Hollywood: 1016 N. Sycamore Ave.

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